

Southern California Association of Governments
The Future of the Region

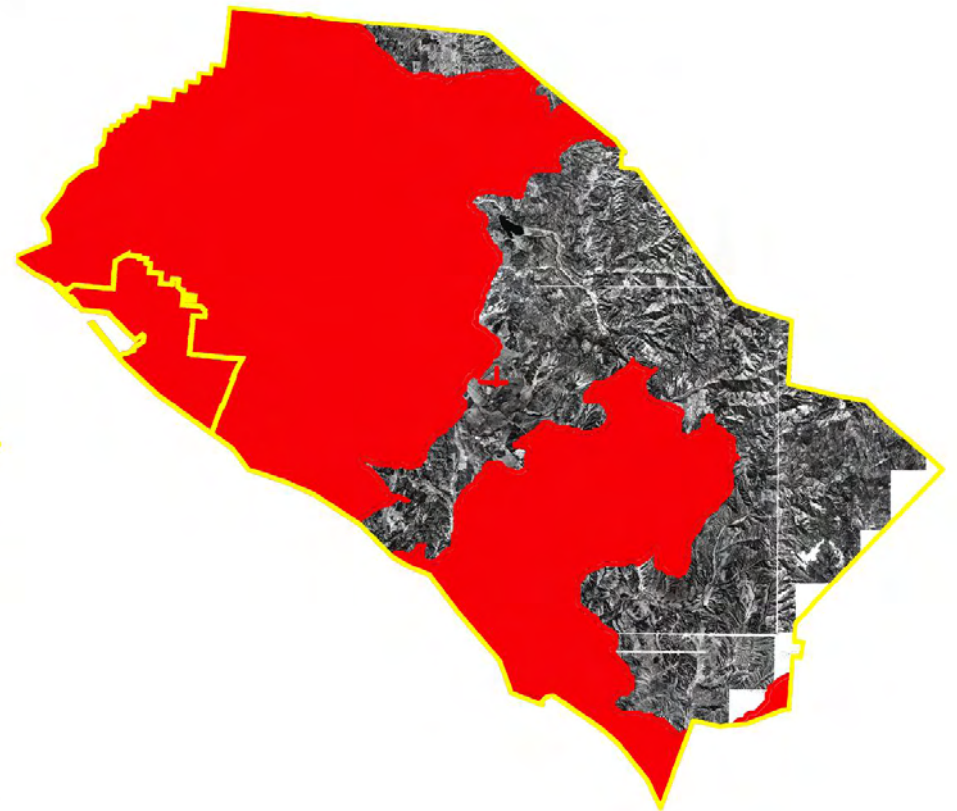
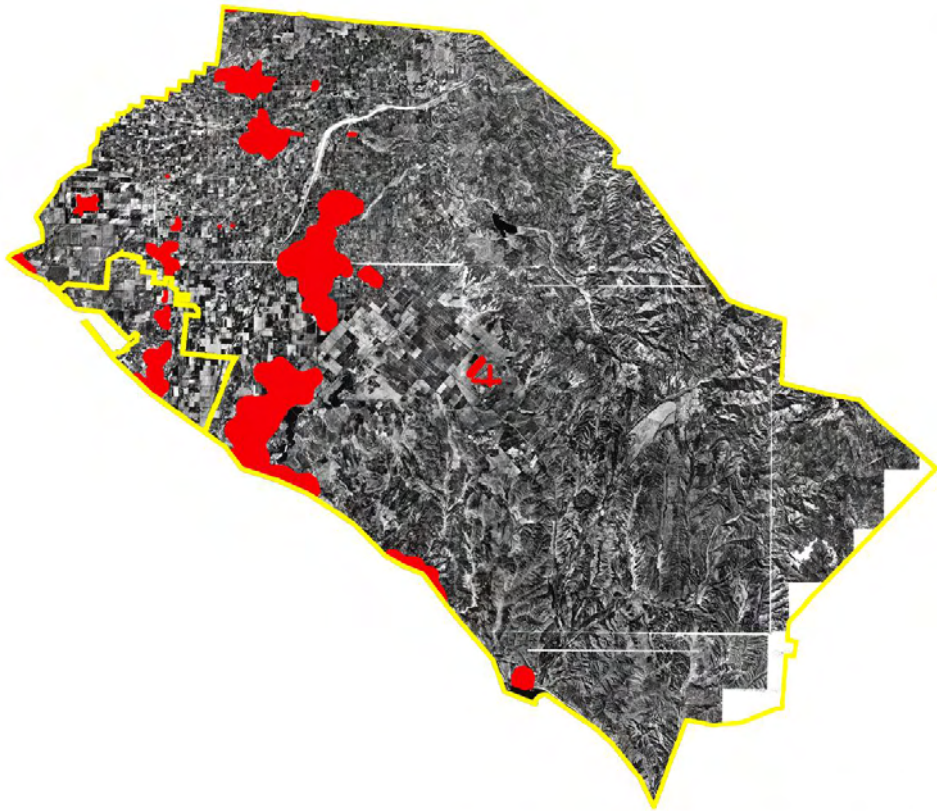
Retrofitting the Commercial Strip

Huntington Beach Public Library
Tuesday, April 22, 2008



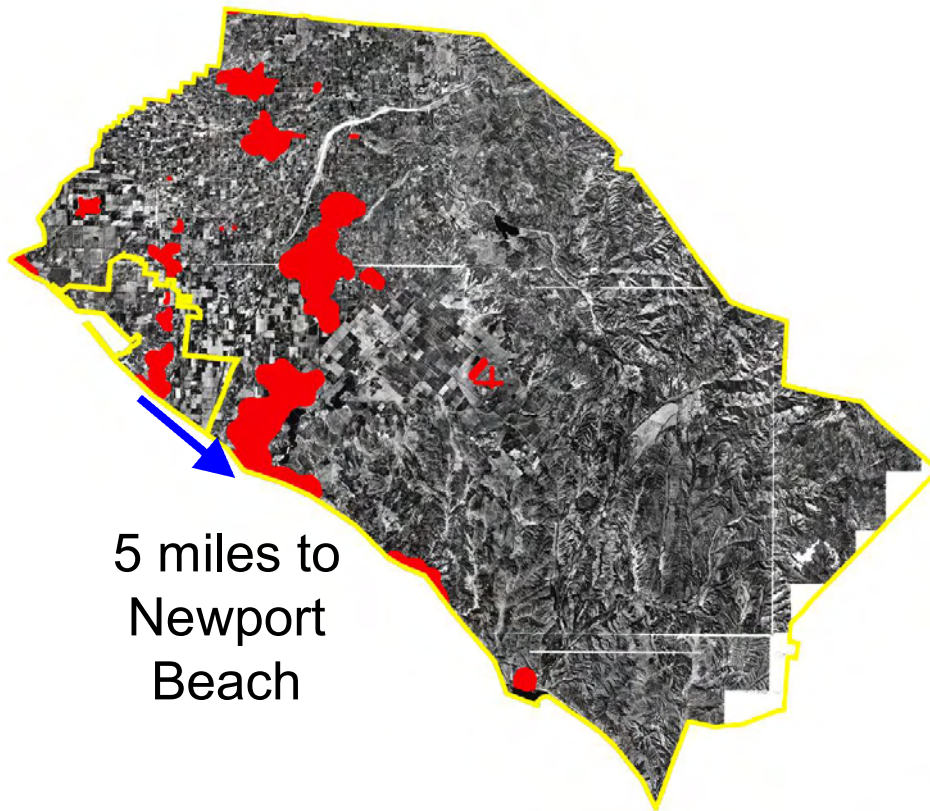
Orange County 1947

Orange County Now



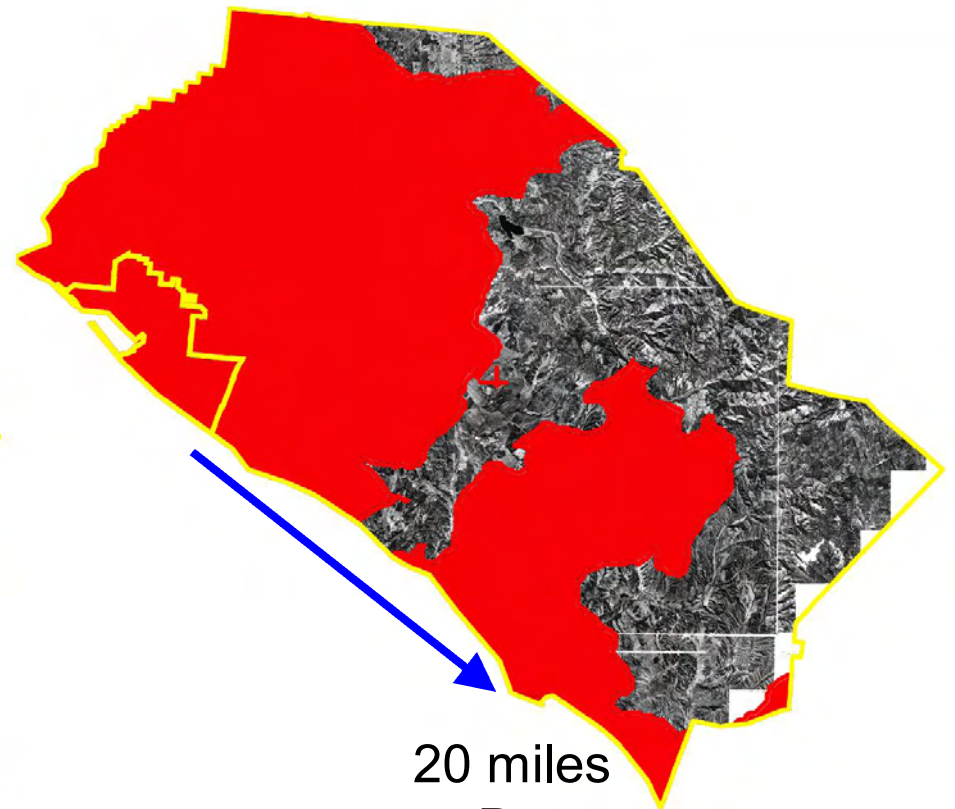
Urbanized Terrain

In 1950 People
Traveled Around
10 miles per day



5 miles to
Newport
Beach

Today People
Travel Over
40 miles per day



20 miles
to Dana
Point

Previous Growth has come at the
expense of degraded mobility

*We have learned to associate growth with
degradation of mobility*

Growth is Also Becoming Associated with Environmental Impacts



IDEAS & TRENDS

A Shift in the Debate Over Global Warming

By ANDREW C. REVKIN

THE charged and complex debate over how to slow down global warming has become a lot more complicated.

Most of the focus in the last few years has centered on imposing caps on greenhouse gas emissions to prod energy users to conserve or switch to nonpolluting technologies.

Leaders of the Intergovernmental Panel on Climate Change — the scientists awarded the Nobel Peace Prize last year with former Vice President Al Gore — have emphasized that market-based approach. All three presidential candidates are behind it. And it has framed international talks over a new climate treaty and debate within the United States over climate legislation.

But now, with recent data showing an unexpected rise in global emissions and a decline in energy efficiency, a growing chorus of economists, scientists and students of energy policy are saying that whatever benefits the cap approach yields, it will be too little and come too late.

The economist Jeffrey D. Sachs, head of the Earth Institute at Columbia University, stated the case bluntly in a recent article in *Scientific American*: “Even with a cutback in wasteful energy spending, our current technologies cannot support both a decline in carbon dioxide emissions and an expanding global economy. If we try to restrain emissions without a fundamentally new set of technologies, we will end up stifling economic growth, including the development prospects for billions of people.”

What is needed, Mr. Sachs and others say, is the development of radically advanced low-carbon technologies, which they say will only come about with greatly increased spending by determined governments on what has so far been an anemic commitment to research and development. A Manhattan-like Project, so to speak.

And time is critical, they say, as China, India and other developing nations march headlong into the modern world of cars and electric consumption on their way to becoming the dominant producer of greenhouse gases for decades to come. Indeed, China is building, on average, one large coal-burning power plant a week.

In an article in the journal *Nature* last week, researchers concerned with the economics, politics, and science of climate also argued that technology policy, not emissions policy, must dominate.

“There is no question about whether technological innovation is necessary — it is,” said the authors, Roger A. Pielke Jr., a political scientist at the University of Colorado; Tom Wigley, a climatologist at the National Center for Atmospheric Research; and Christopher Green, an economist at McGill University. “The question is, to what degree should policy focus directly on motivating such innovation?”

Proponents of treaties and legislation that would cap emissions don’t disagree with this call to arms for new, low-carbon technologies. But they say the cap approach should not be ignored, either.

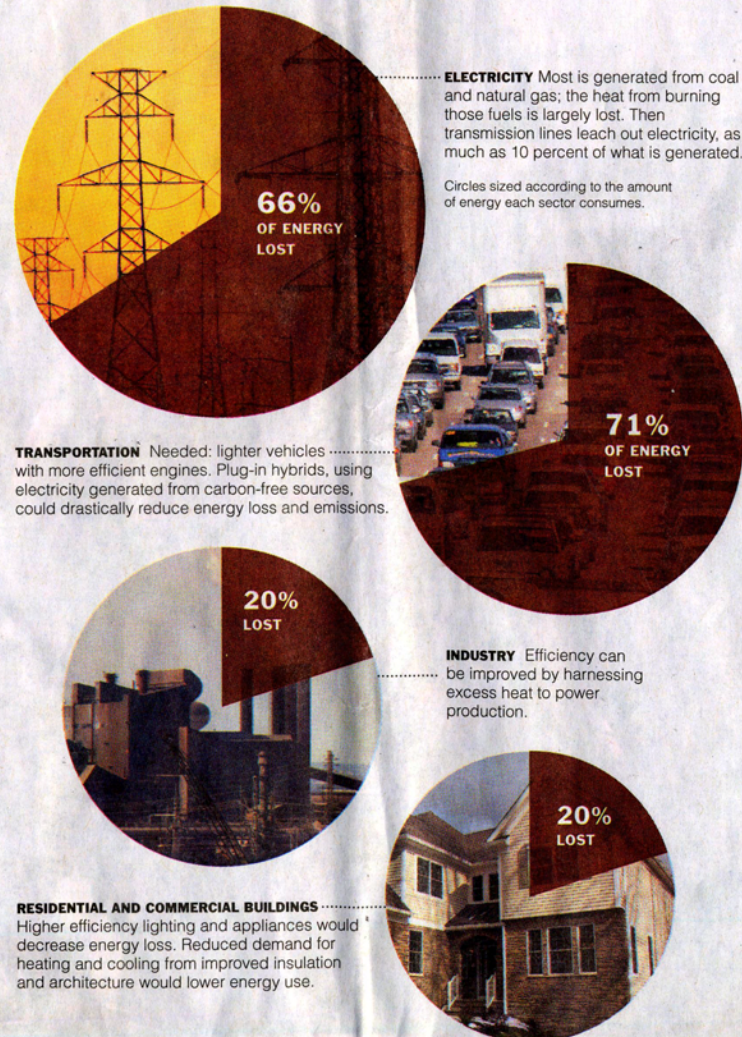
One of them is Joseph Romm, a blogger on climate and a senior fellow at the Center for American Progress, a nonprofit group pushing for federal legislation to restrict greenhouse gases.

“Of course we need aggressive investments in

Wasted Energy

About 56 percent of all energy in the U.S. economy is wasted. Some energy is always lost when fuels are burned and heat escapes. Inefficient technology and design are also culprits.

Efficiency’s role in cutting emissions is a matter of debate. Most scientists agree that both cleaner fuels and greater efficiency are needed. Here is how much energy goes unused, by sector.



R. and D. — I for one have been arguing that for two decades,” Mr. Romm wrote in a post to his blog, climateprogress.org. “But if we don’t start aggressively deploying the technologies we have now for the next quarter century, then all the new technologies in the world won’t avert catastrophe.”

Another expert who has emphasized the importance of capping emissions, Adil Najam of Boston University, said he hoped this emerging debate would not distract from doing whatever is possible now to curb emissions.

“You can do a tremendous lot with available technology,” said Professor Najam, one of the authors of the intergovernmental panel’s report on policy options. “It is true that this will not be enough to lick the problem, but it will be a very significant and probably necessary difference.”

But Professor Pielke and his co-authors say that a recent rise in emissions — particularly in fast-growing emerging powers — points to the need for government to push aggressively for technological advances instead of waiting for the market to force reductions in emissions.

Mr. Sachs pointed to several promising technologies — capturing and burying carbon dioxide, plug-in hybrid cars and solar-thermal electric plants. “Each will require a combination of factors

Emissions caps are not enough, say advocates of radically new technologies.

to succeed: more applied scientific research, important regulatory changes, appropriate infrastructure, public acceptance and early high-cost investments,” he said. “A failure on one or more of these points could kill the technologies.”

In short, what is needed, he said, is a “major overhaul of energy technology” financed by “large-scale public funding of research, development and demonstration projects.”

At the same time, China and India continue to insist that economic growth is both their priority and right. They argue that the established economic powers should be responsible for spearheading the research to reduce carbon emissions. After all, the United States and Europe spent more than a century growing wealthy by burning fossil fuels.

Developing countries repeatedly made that point last week in Bangkok in the latest round of United Nations talks over the shape of a new climate agreement. But the United States rejected a proposal from China that 0.5 percent of the gross domestic product of industrialized countries be used to disseminate nonpolluting energy technologies.

As if to underscore the energy and emissions trajectories in Asia’s emerging powerhouses — and the priority placed on growth there and among important international institutions — the International Finance Corporation of the World Bank is planning to vote on Monday on helping to finance a four-billion-watt complex of coal-burning power plants, the “Ultra Mega” complex, in Gujarat State in India.

Source: Lawrence Livermore National Laboratory

BY J. MARCH/THE NEW YORK TIMES

Growth over the next 30 years is projected to roughly equal the past 30 years.

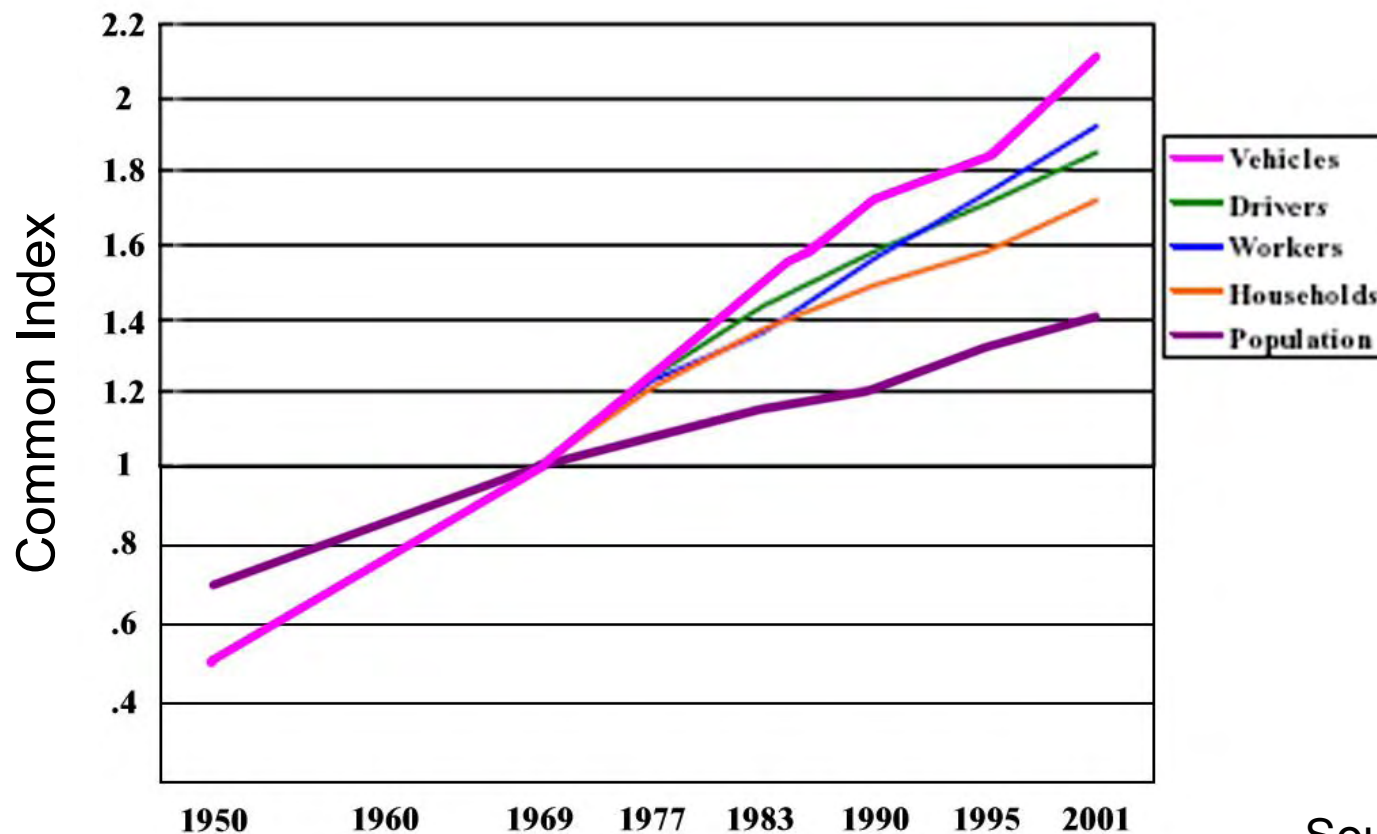
Population change 1970-2000	
LA	2,492,270
San Diego	1,460,030
Orange	1,423,310
Riverside	1,098,950
San Bernadino	1,034,650

Population change 2000-2030	
Riverside	1,524,530
LA	1,469,470
San Diego	1,345,740
San Bernadino	1,152,200
Orange	1,134,370

Source:
Woods &
Poole -
Nationwide
County Rank

Even this population growth rate has been dwarfed by Vehicle growth rate:

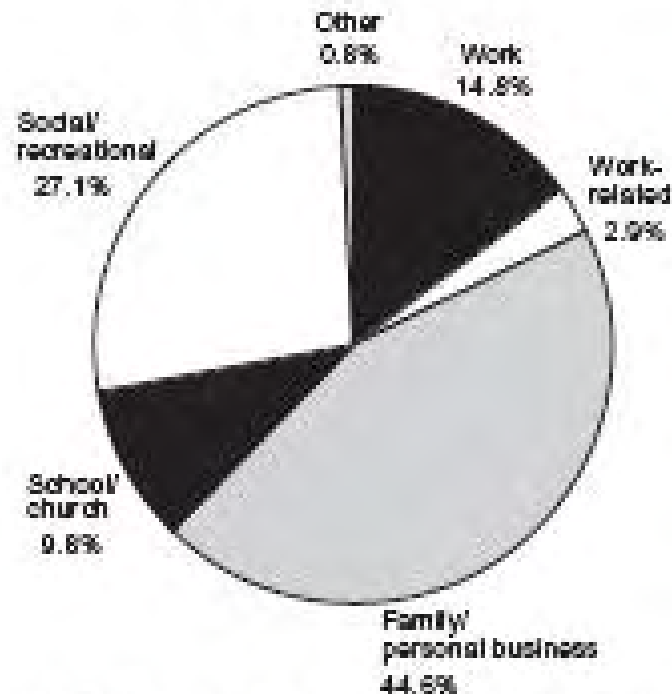
The number of vehicles has increased at a rate 1.5 times that of the rate of population increase.



Source – NPTS

Over 70% of all trips are for trips other than work-home-work commuting

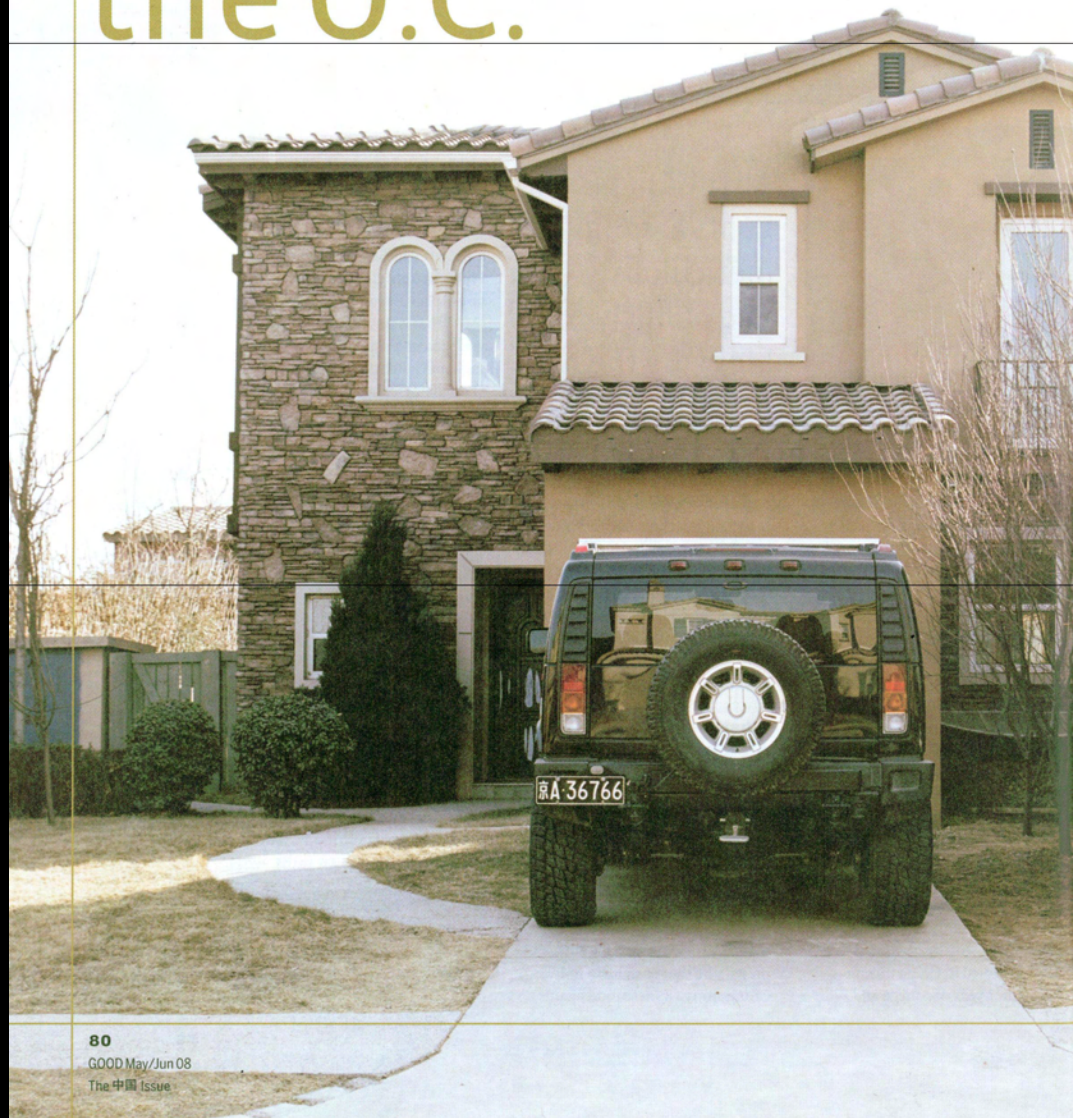
Figure 7
Proportion of Trips by Purpose



SOURCE: The 2001 National Household Travel Survey, daily trip file,
U.S. Department of Transportation.

水土

Welcome to the O.C.

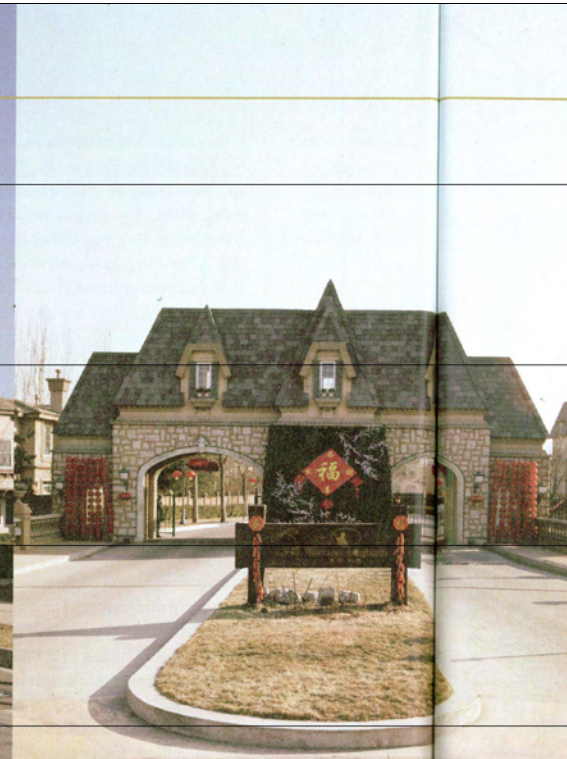


80

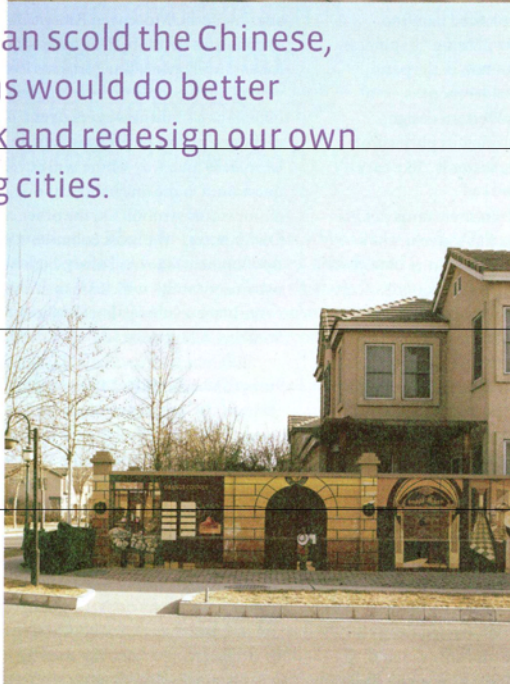
GOOD May/June 08
The China Issue



Views of Orange
County, China,
located just 45
minutes out-
side of Beijing



Rather than scold the Chinese,
Americans would do better
to rethink and redesign our own
sprawling cities.



The Commercial Strip Corridor





How can suburban cities thrive
economically and ecologically?

That is,

how can we continue to grow
without degrading the quality of
life in our communities?

Market Trends

Clues regarding the optimum future for our commercial corridors can be found by examining the **driving forces** that resulted in the development of the commercial strip, and that are now forcing its transformation.

1904 – The streetcar or “red car” runs along the coast and arrives in Huntington Beach from LA.



Looking north on Main Street - HUNTINGTON BEACH, CALIFORNIA.

GW 1176

Allen West
1934



Greetings From Huntington Beach



Beach Blvd. 1930's



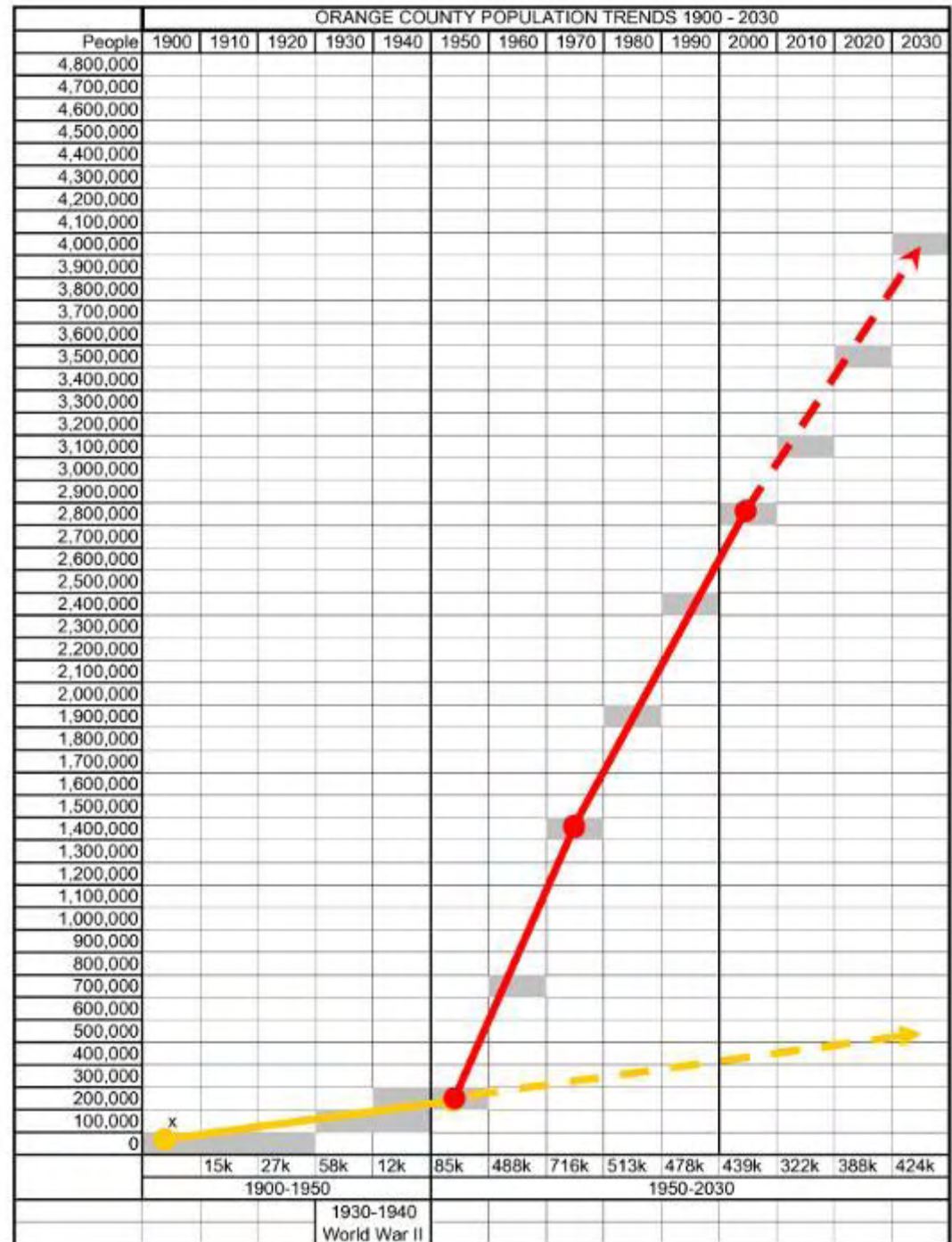
Aerial of Downtown &
Beach Blvd. – 1938



1932 - Looking North on Beach Blvd. at
Talbert. Beach Blvd. is designated as a
state highway in 1939.

Post WWII is
when population
took off.

We
accommodated
these people in
single family
homes.



The Advent of Suburbia



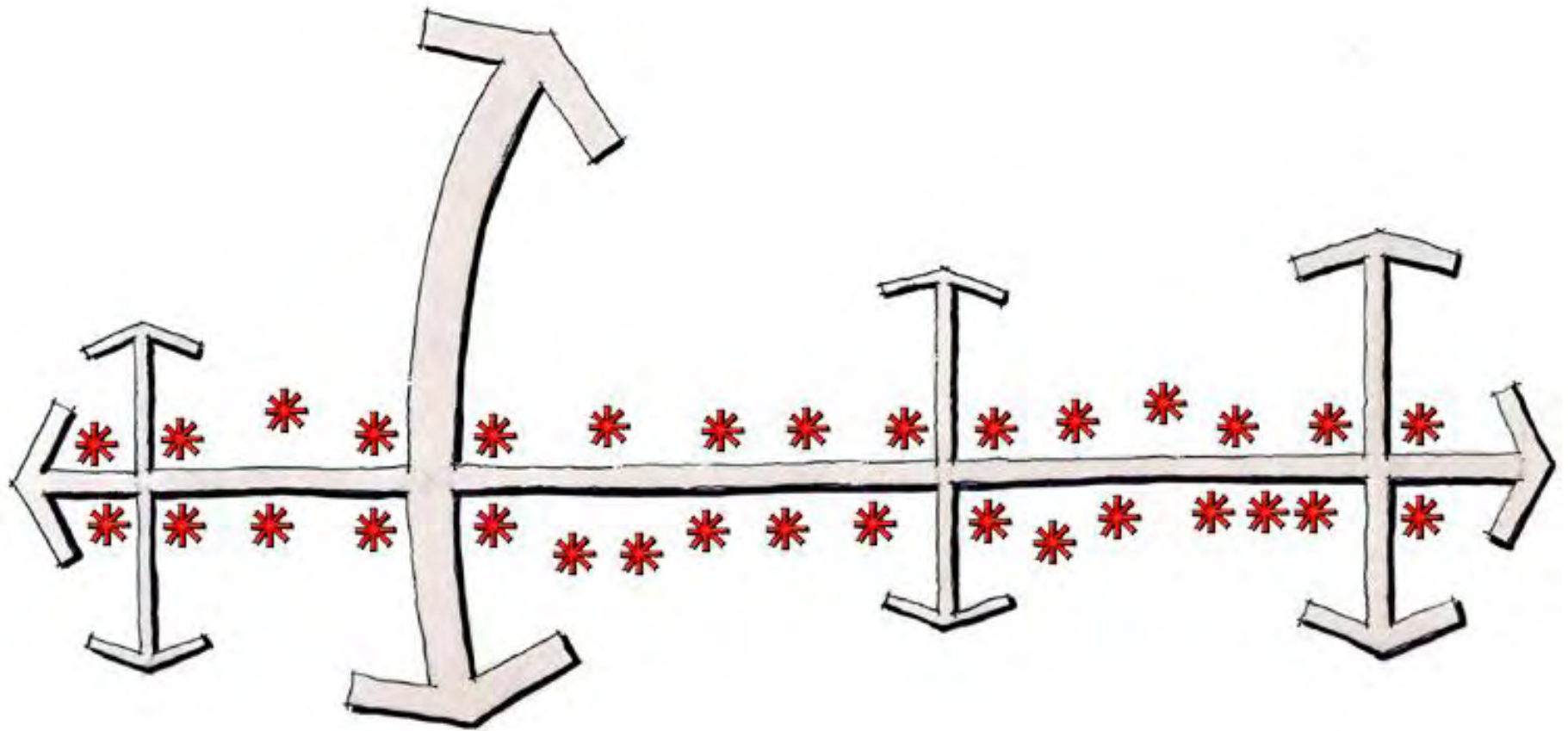


Aerial of Beach Blvd. – 1959



Five Points Shopping Center

"The Strip"



A linear pattern of commercial development along suburban arterial roadways



* Free-standing * Exclusively Auto-oriented * Surface Parked *







Common Complaints

Discourages Walking, Bicycling, Transit Use

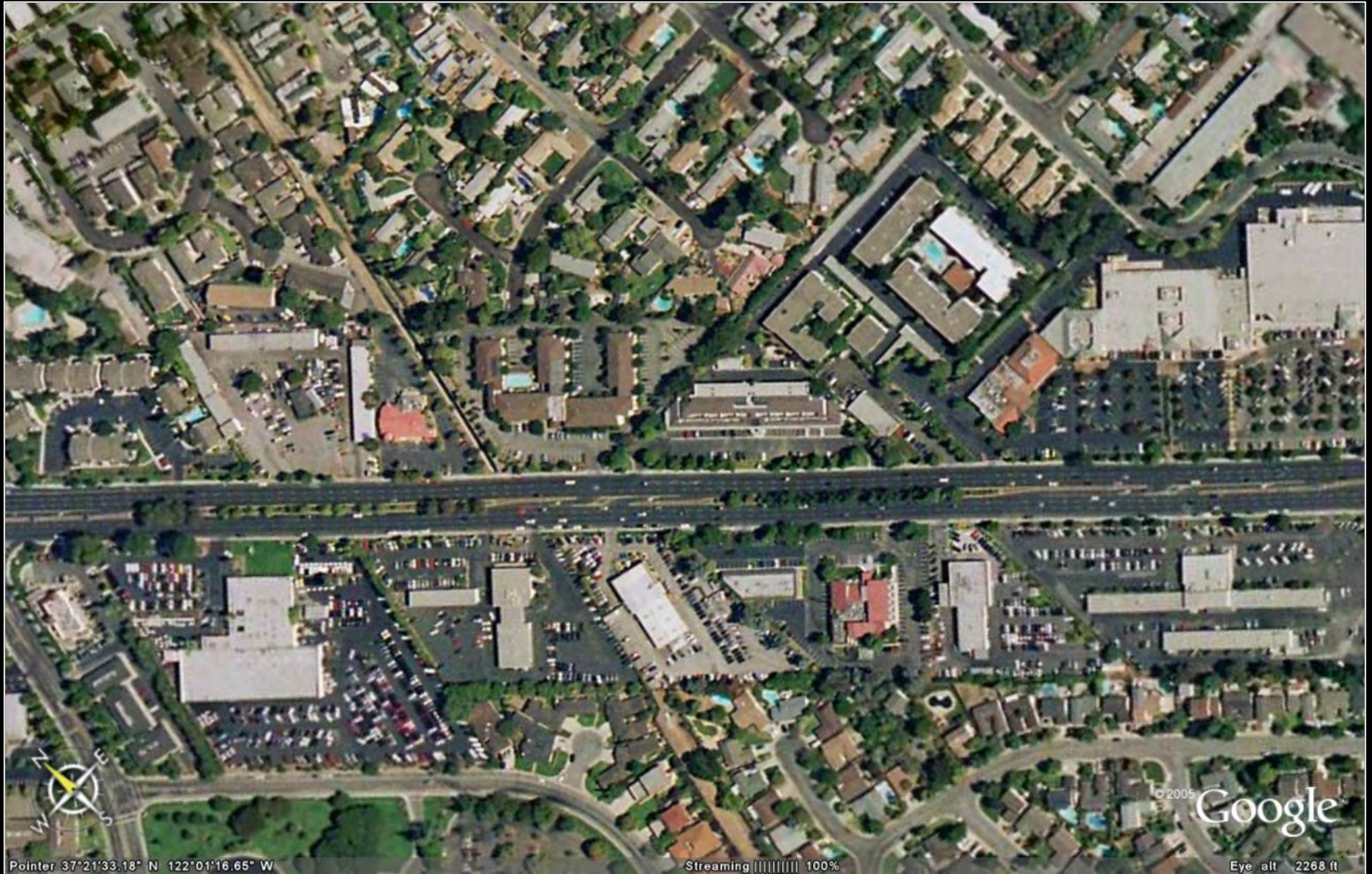


Most Visible Yet Unattractive Part of the City

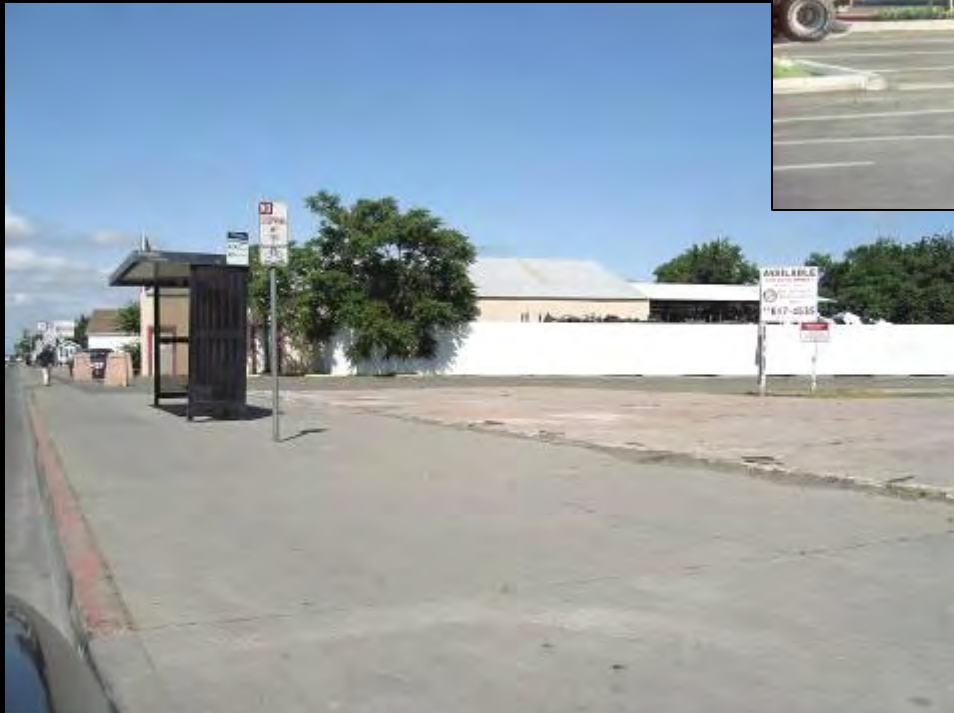


Inefficient Use of Land

Hastens the need to move the UGB



Vast Oversupply of Retail Properties



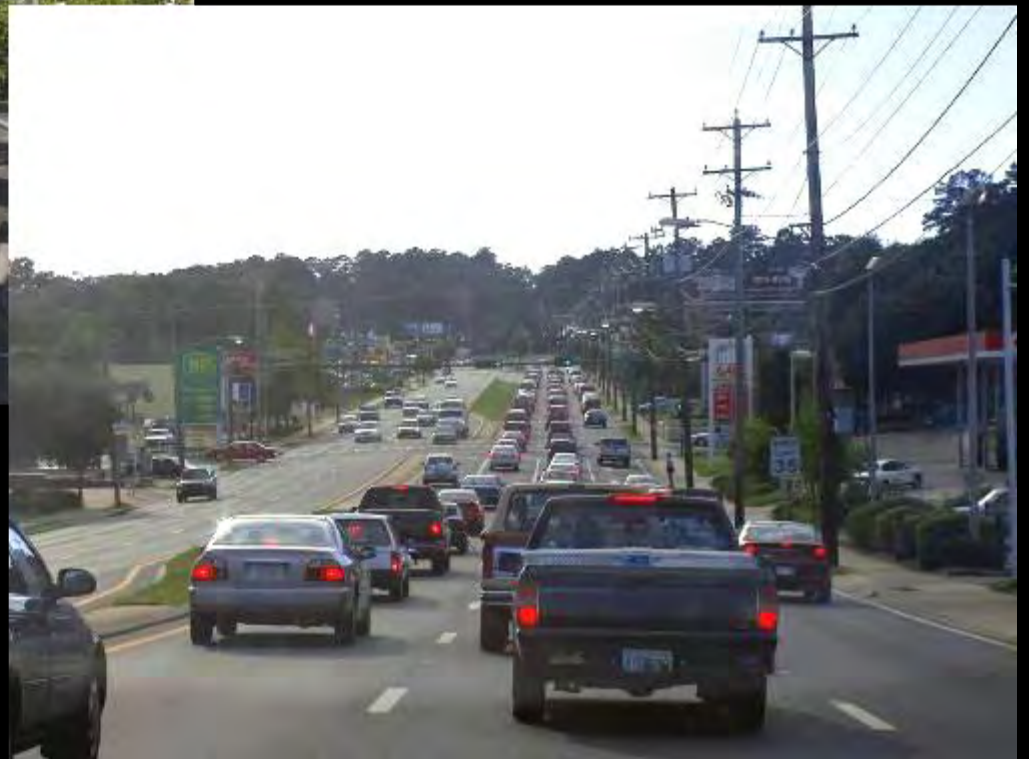
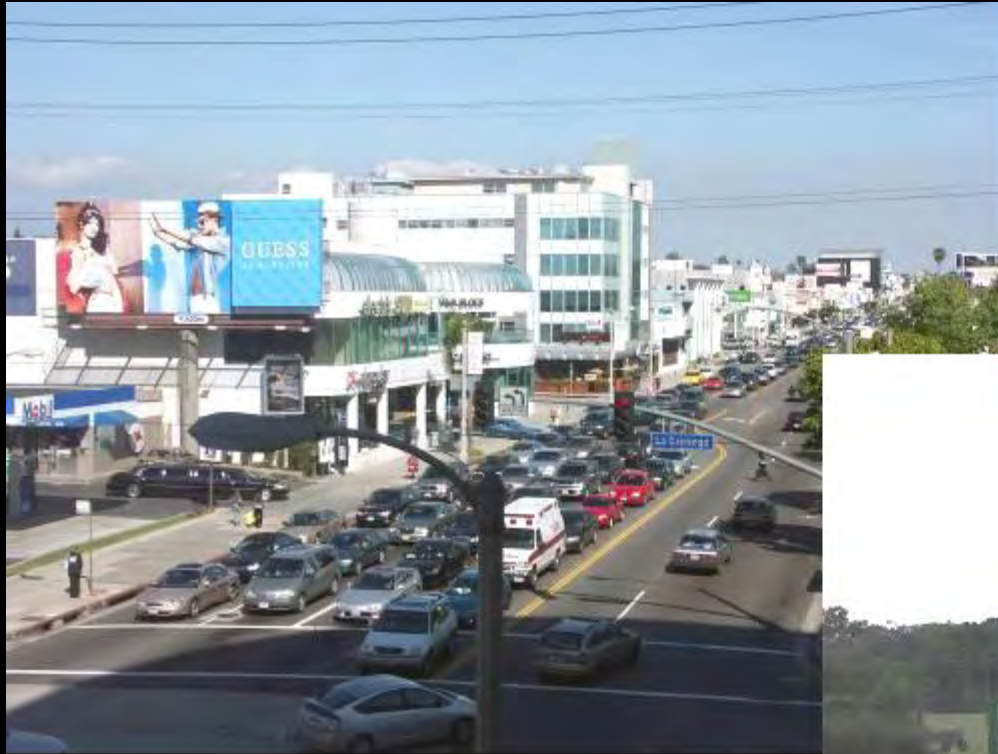
Competes with Downtowns

or prevents their development



Traffic is Congested

Too Many Conflicts; Movement not "Smooth"



Epitomizes the **unsustainable** qualities of suburban sprawl



Environmental Impacts:

- Rapid, accelerating land consumption

- Air pollution

- Heat Islands, Climate Change

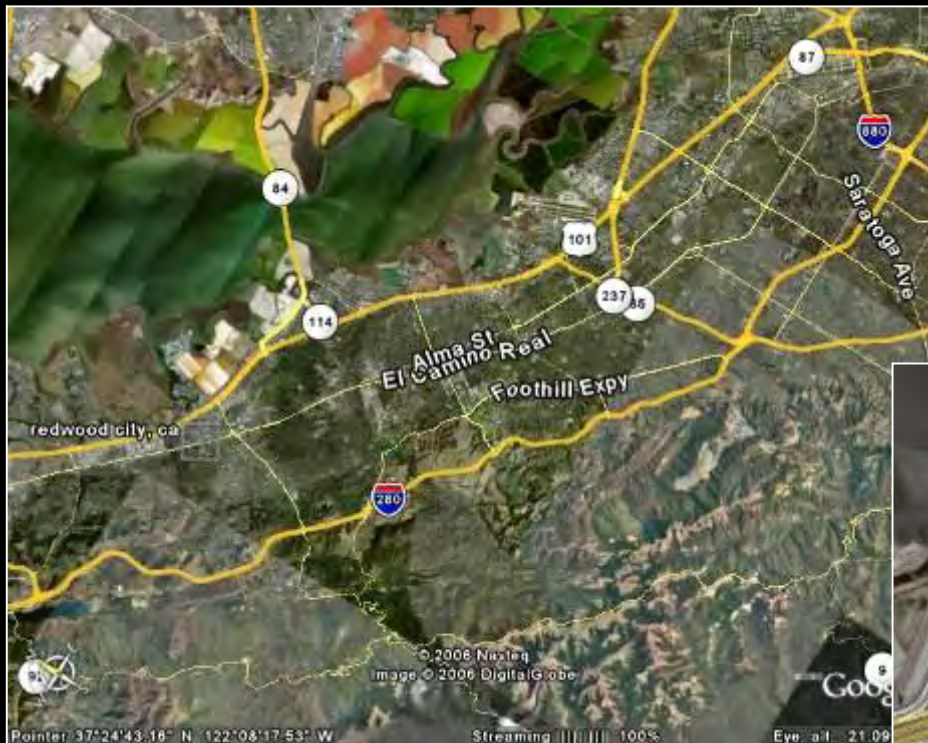
- Rapid depletion of precious fossil fuels

- Impervious surfaces, water runoff, depletion of water resources, wildlife diversity

Forces of Change

undermining the Strip

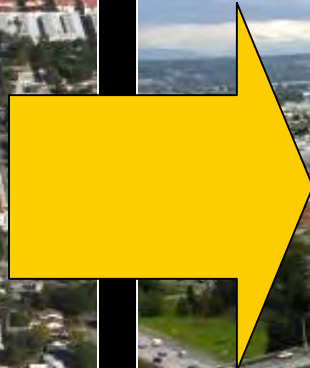
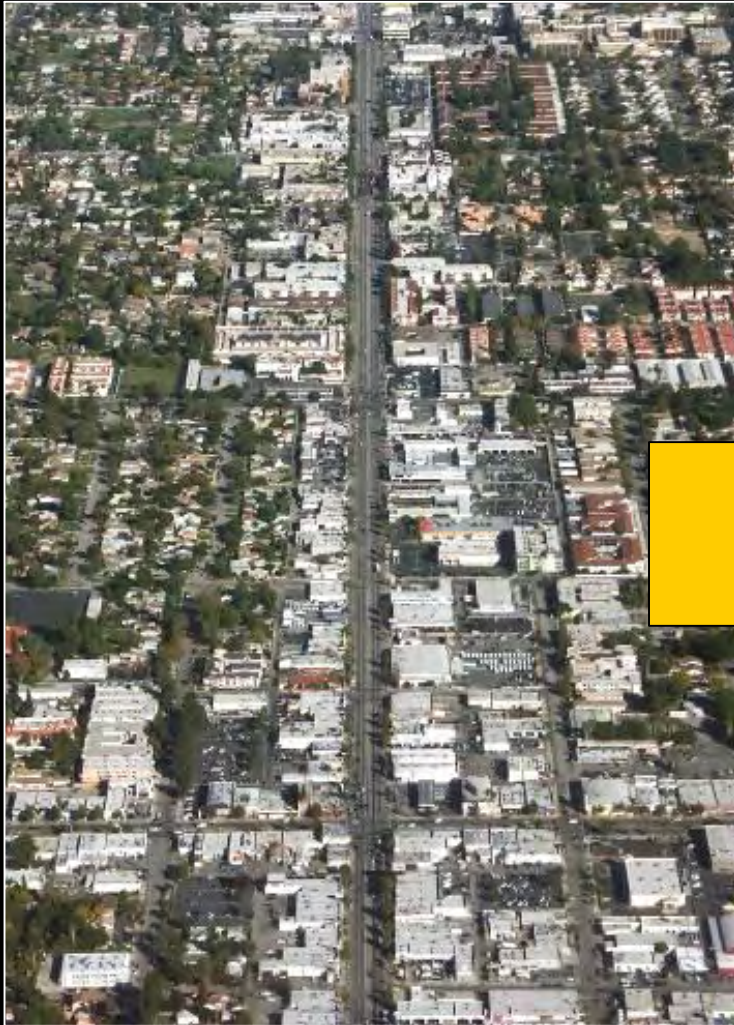
Strip



80s/90s: Enlarged Retail Formats



Strip **to** Interchange & Major Intersection Clusters



Current Preference for Anchored Urban Formats (“Lifestyle Centers”- “City Centers”)





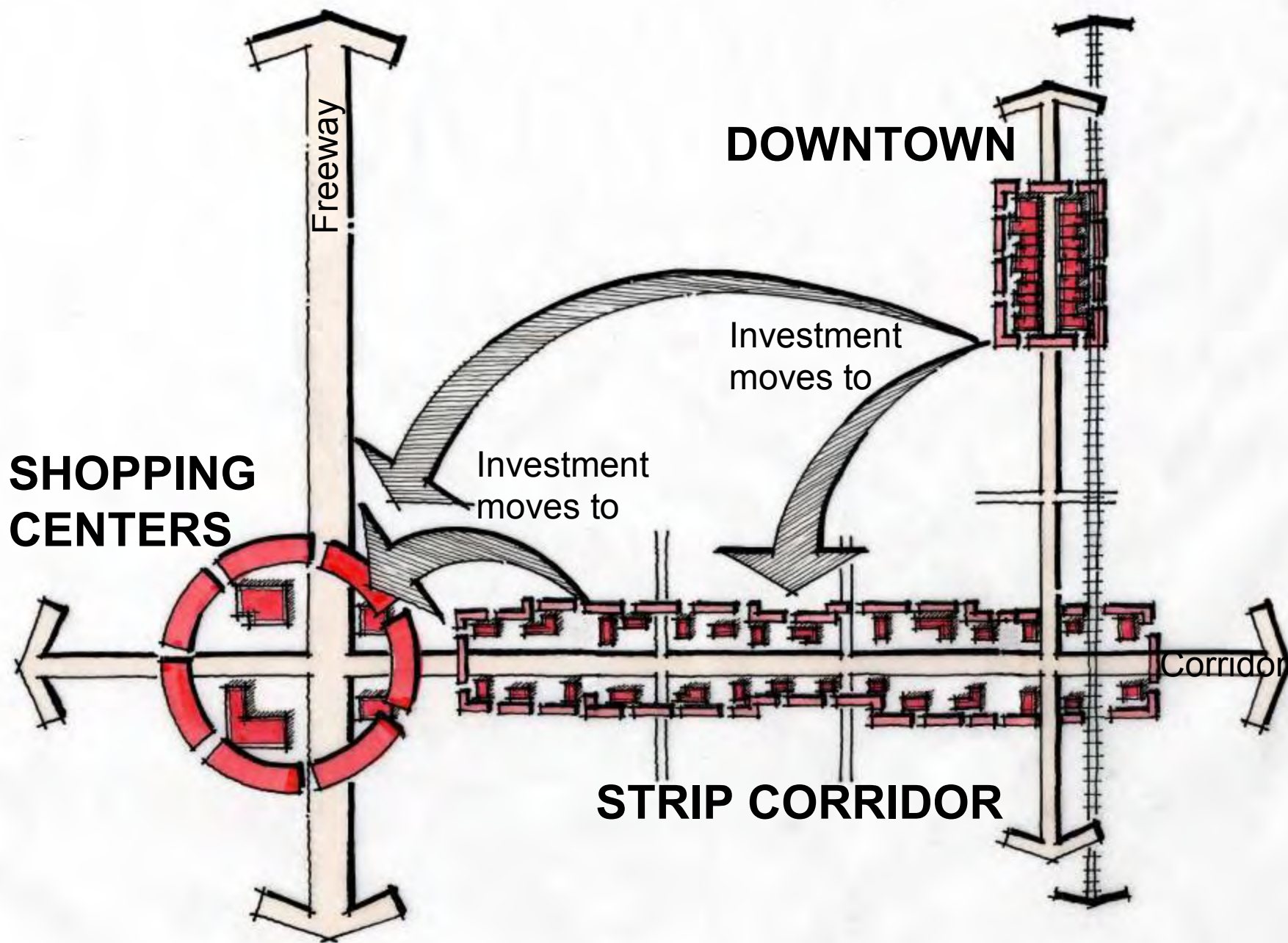
Retail Centers

City of Huntington Beach - Beach Boulevard & Edinger Avenue Revitalization Strategy and Specific Plan



These crossroads-located centers have been draining economic vitality from retail properties located everywhere else.

(and there is not much physical value in place)



Disinvestment *Disadvantageously located properties*



Disinvestment

*Disadvantageously
located properties*



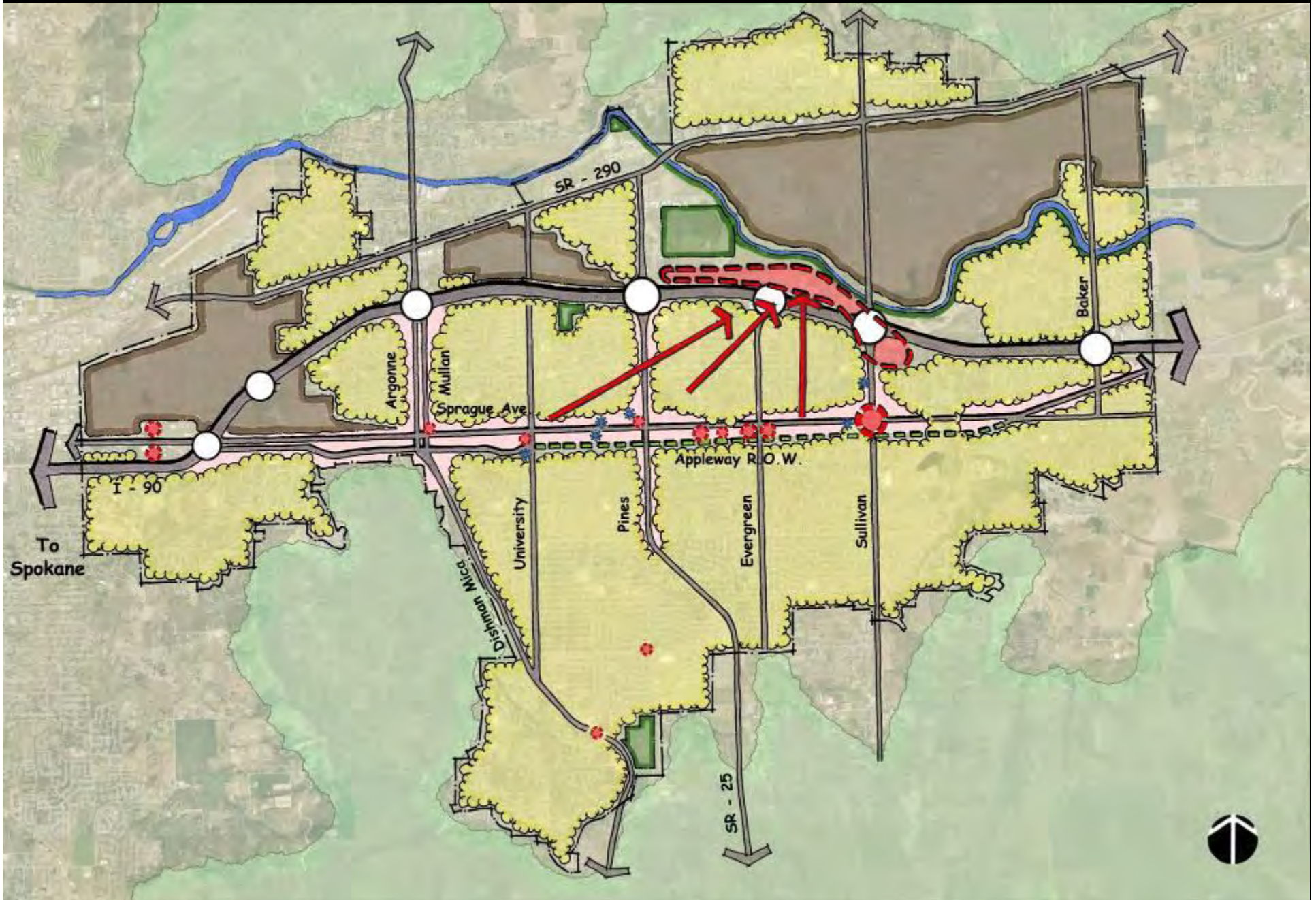
Small Scale,
Older
Commercial
Development



Freeways + Mall + New City Center *Undermining the Strip*



Retail Concentration at Freeway Off-Ramps **Undermining the Strip**



Commercial Corridors
have entered a period of
accelerating transition

Forces of Change:

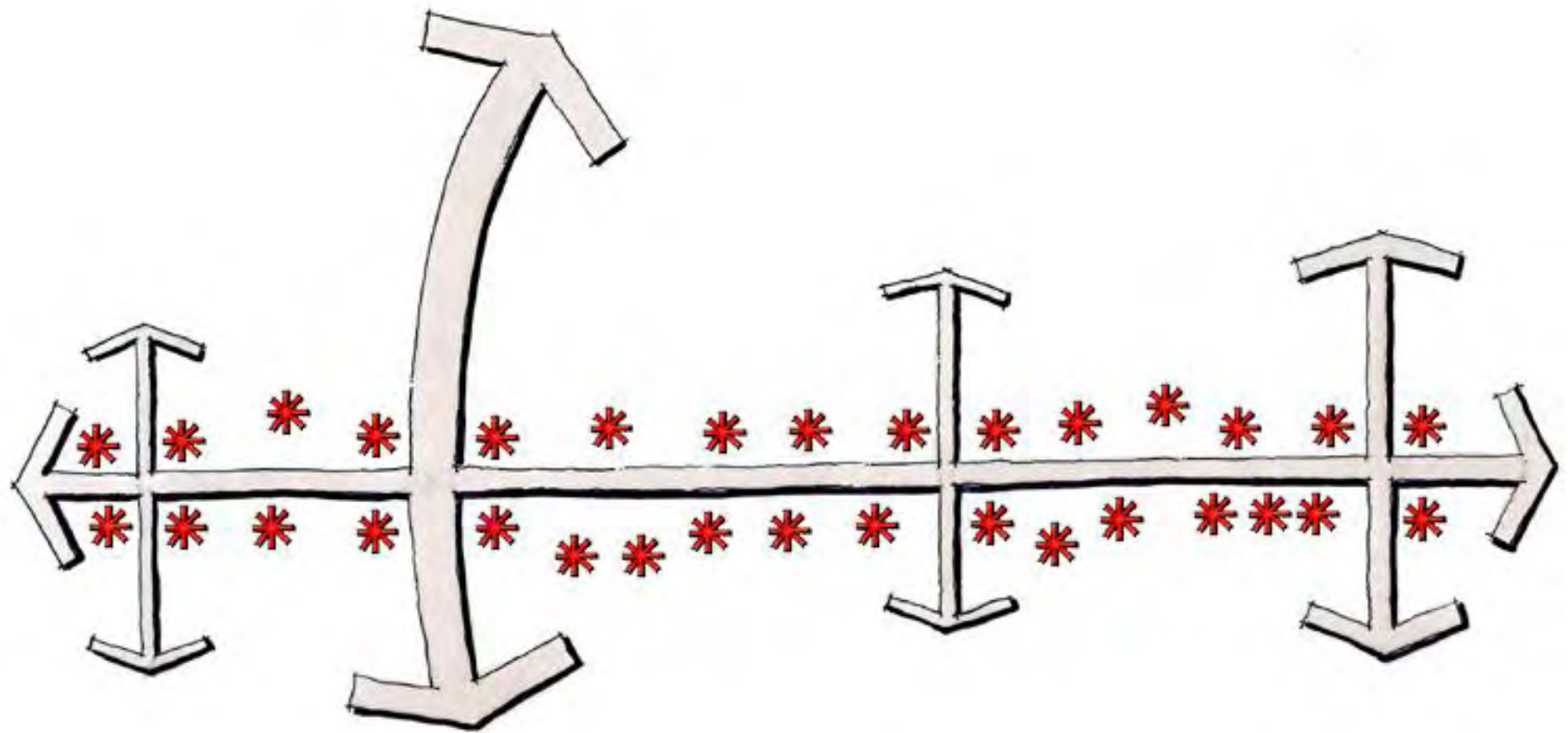
Shopping center investment has been concentrating in increasingly large clusters at major intersections and freeway off-ramps.

Forces of Change:

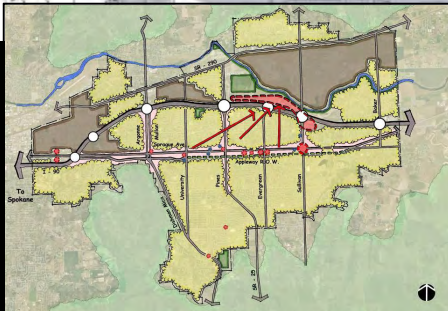
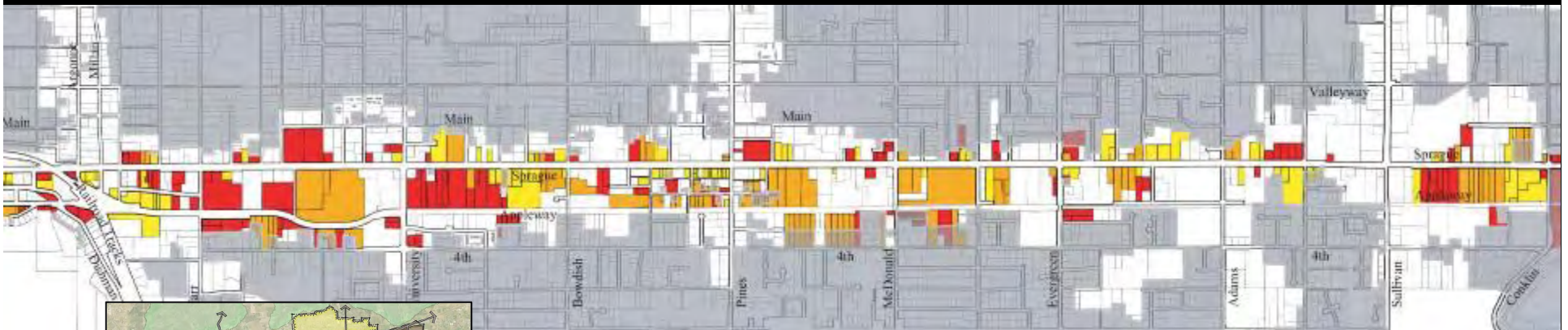
The financial conditions underpinning strip development have evaporated, beginning with incentives to construct low cost buildings with short economic lives.



Falling out of Favor: Linear Strip format



Disinvestment along a growing number of suburban strip corridors **is fairly advanced**; The potential for change is substantial.



Disinvestment: *Map of “Vulnerable Properties”*

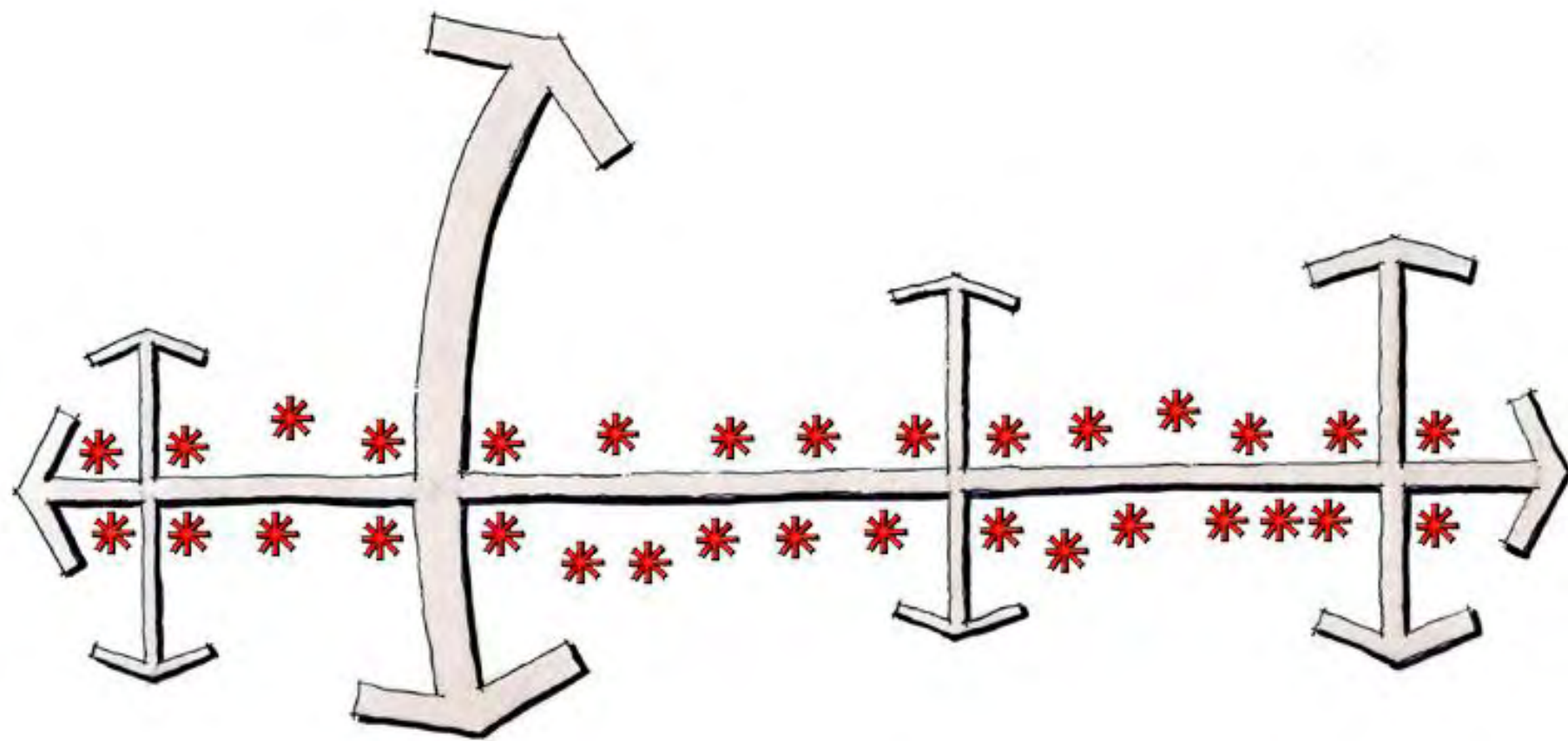
To re-align the Corridor with the contemporary marketplace, the community must plan the transition. . . .

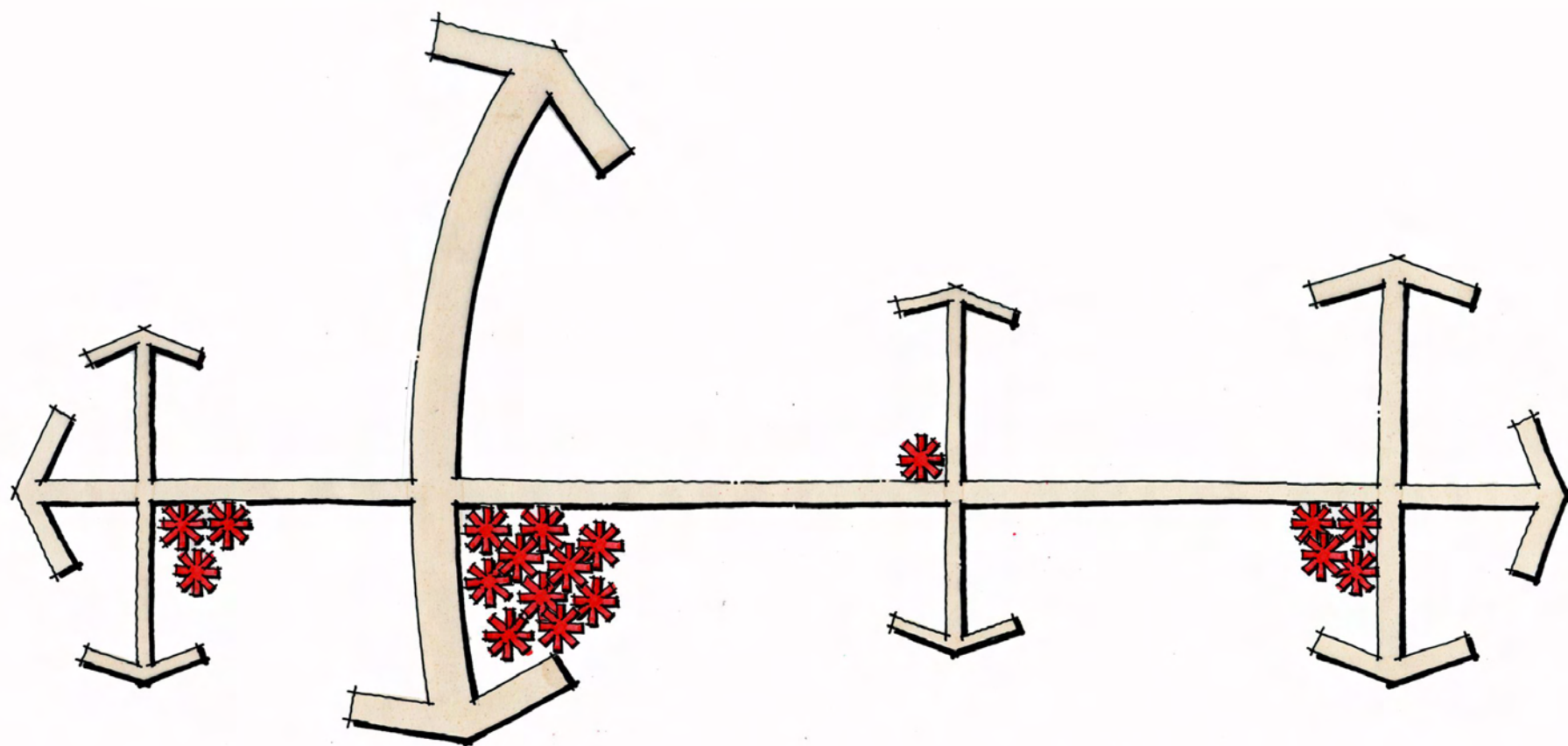


5.2 miles; 832 properties

1.0 From Strips to Centers

1A. Accommodate the market's
preference for retail
concentrations at major
crossroads





1B. Plan the corridor retail as
part of a supportable
city & regional
hierarchy of centers.

“Hierarchy of Centers”

Regional Center



Regional Center Retail

- Anchored by Fashion Department Stores; often includes Big Box and Superstore Retail, Category Killer and Power Center anchors; (preferably not supermarkets, pharmacies).
- Comparison shopping retail, especially clothing, specialty goods e.g. furniture, home improvement, etc.
- Entertainment and Recreation uses and anchors.
- 700,000 – 1,000,000 s.f.
- 12 – 15 mile trade area; minimum of 150,000 households.
- Must be on interstate highway.

City Center /Downtown



City Center (Downtown) Retail

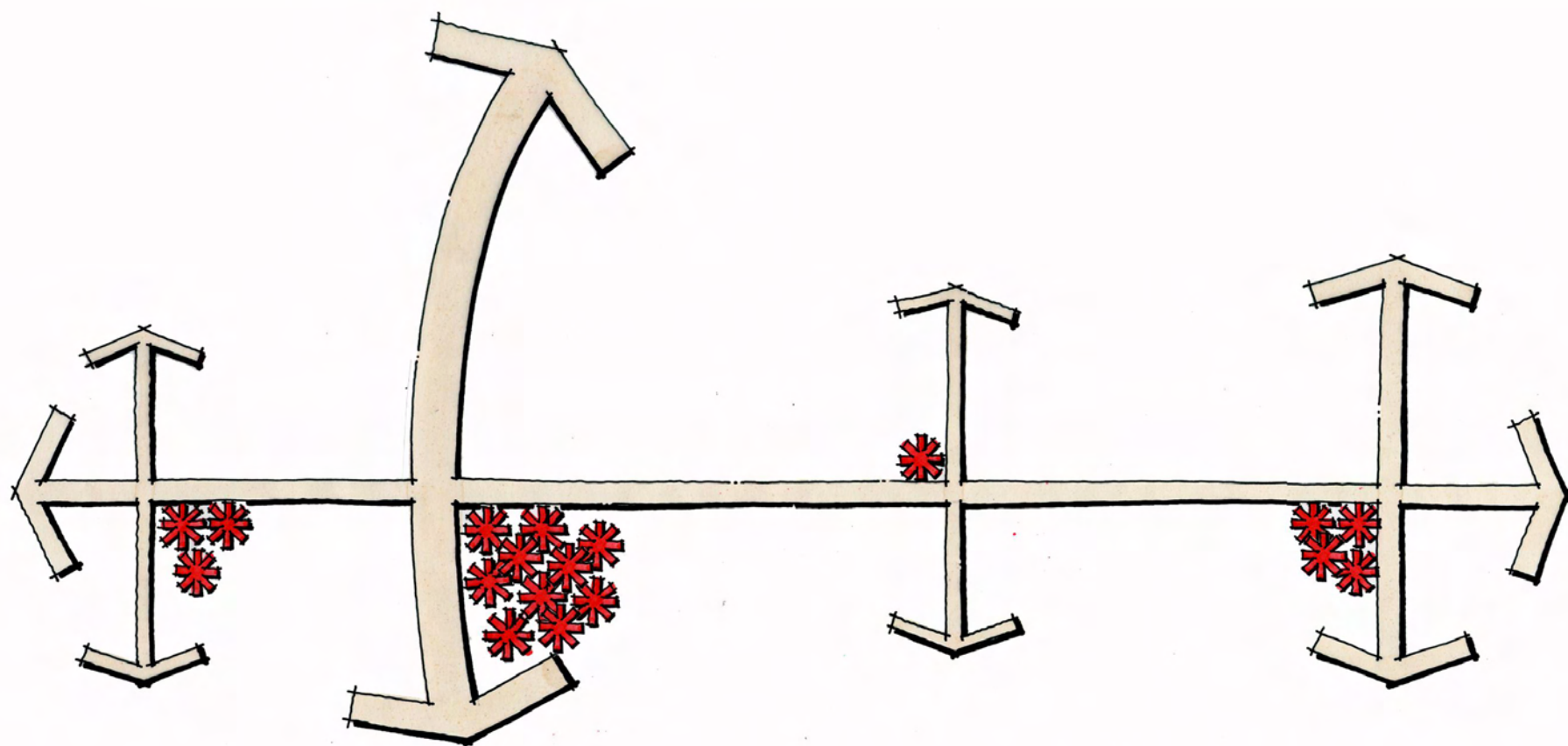
- **Retail Anchors** e.g. discount department store, supermarket.
- **Retail shops** e.g. apparel, crafts, books, home improvement, office supply, pet supply, sporting goods, specialty food, specialty goods.
- **Eating and Drinking** Establishments.
- **Entertainment** and Recreation uses and anchors
- Banks; **Personal & Business Services**
- **Arts and Culture; Civic Buildings**, esp city hall, library, courthouse, post office.
- **Central Location within the City**
- 5 – 7 mile trade area; requires 30,000 – 50,000 households.
- **Mixed Use**: Upper levels & adjacent blocks must include housing, office, lodging.

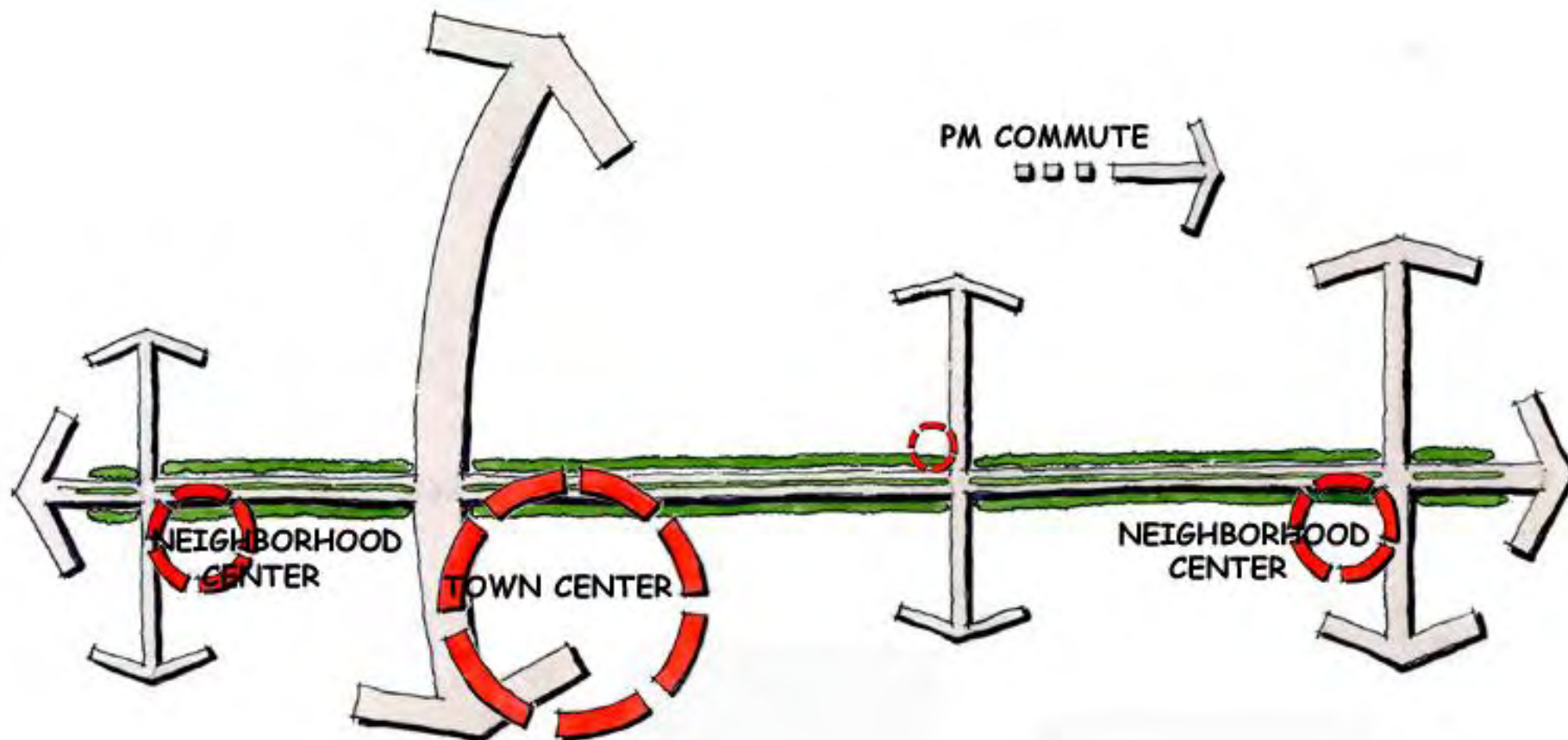
Neighborhood Center

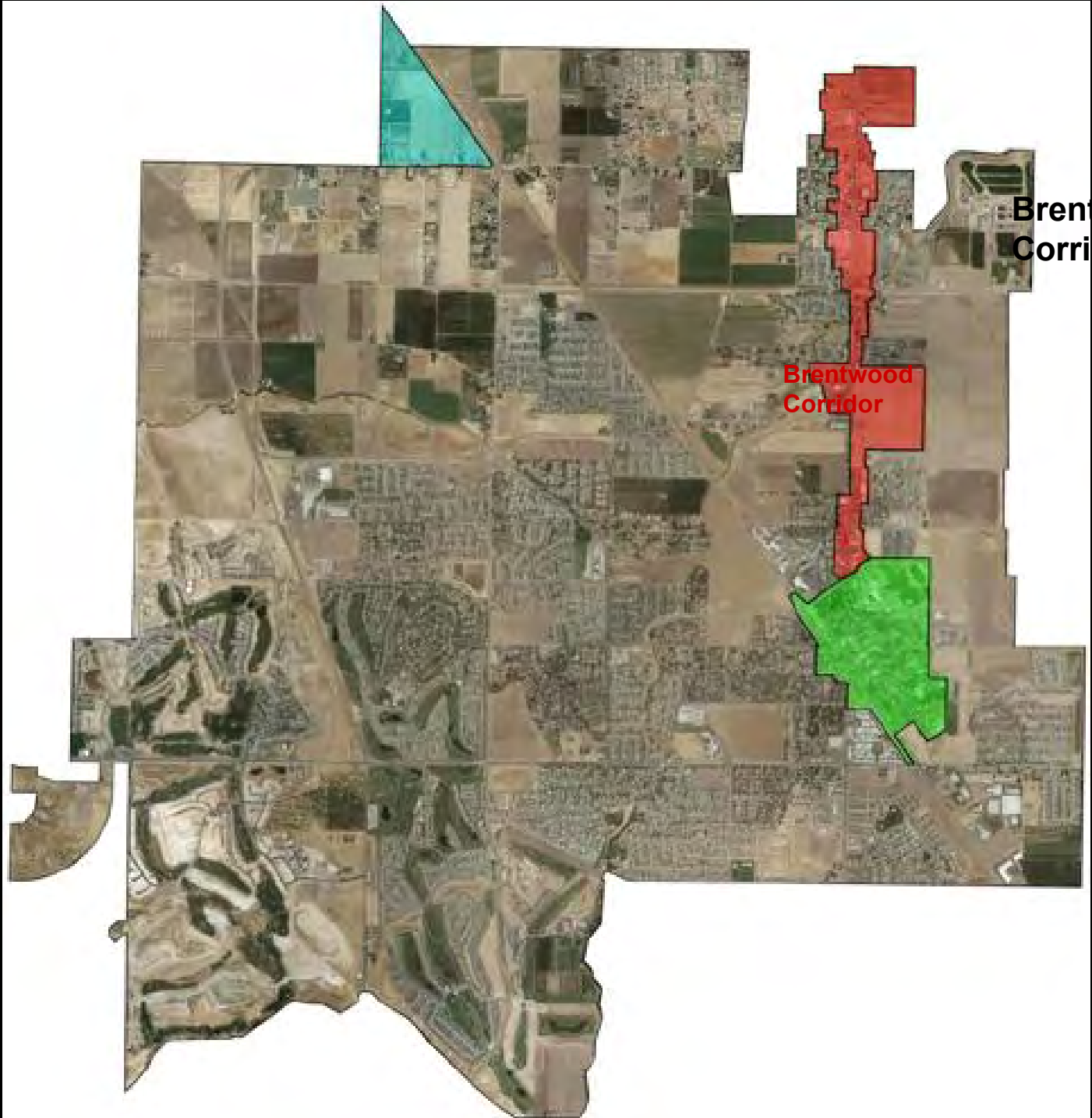


Neighborhood Center Retail

- Neighborhood service retail & services featuring *contiguous* small scale shopfronts.
- 10,000 - 25,000 s.f. for unanchored center.
- Anchored center: **Supermarket** up to 65,000 s.f.; total 60 – 90K s.f.
- 1 to 2 mile trade area: 5,000 – 8,000 households needed.



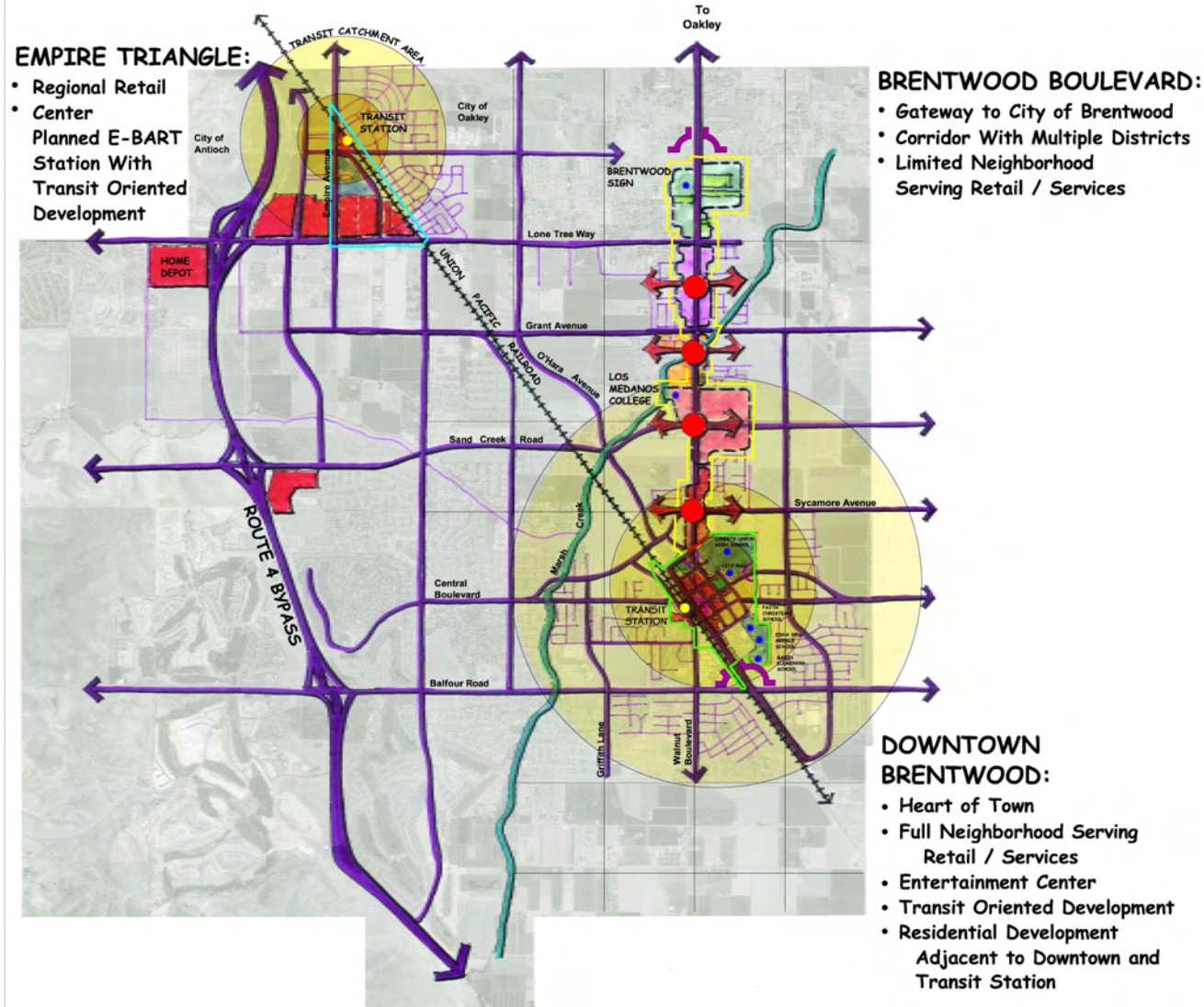




Brentwood
Corridor

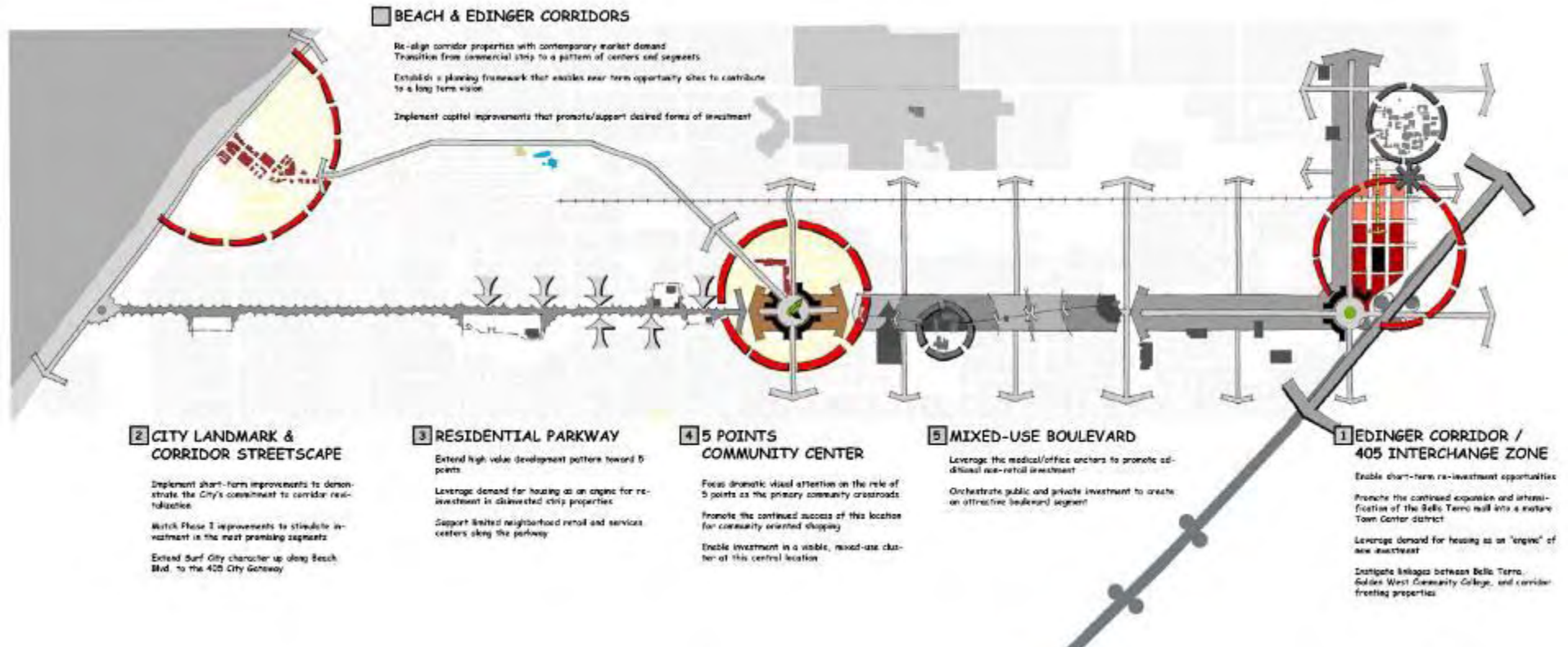
Brentwood
Corridor

City-Wide Development Strategies





Pattern of City Centers



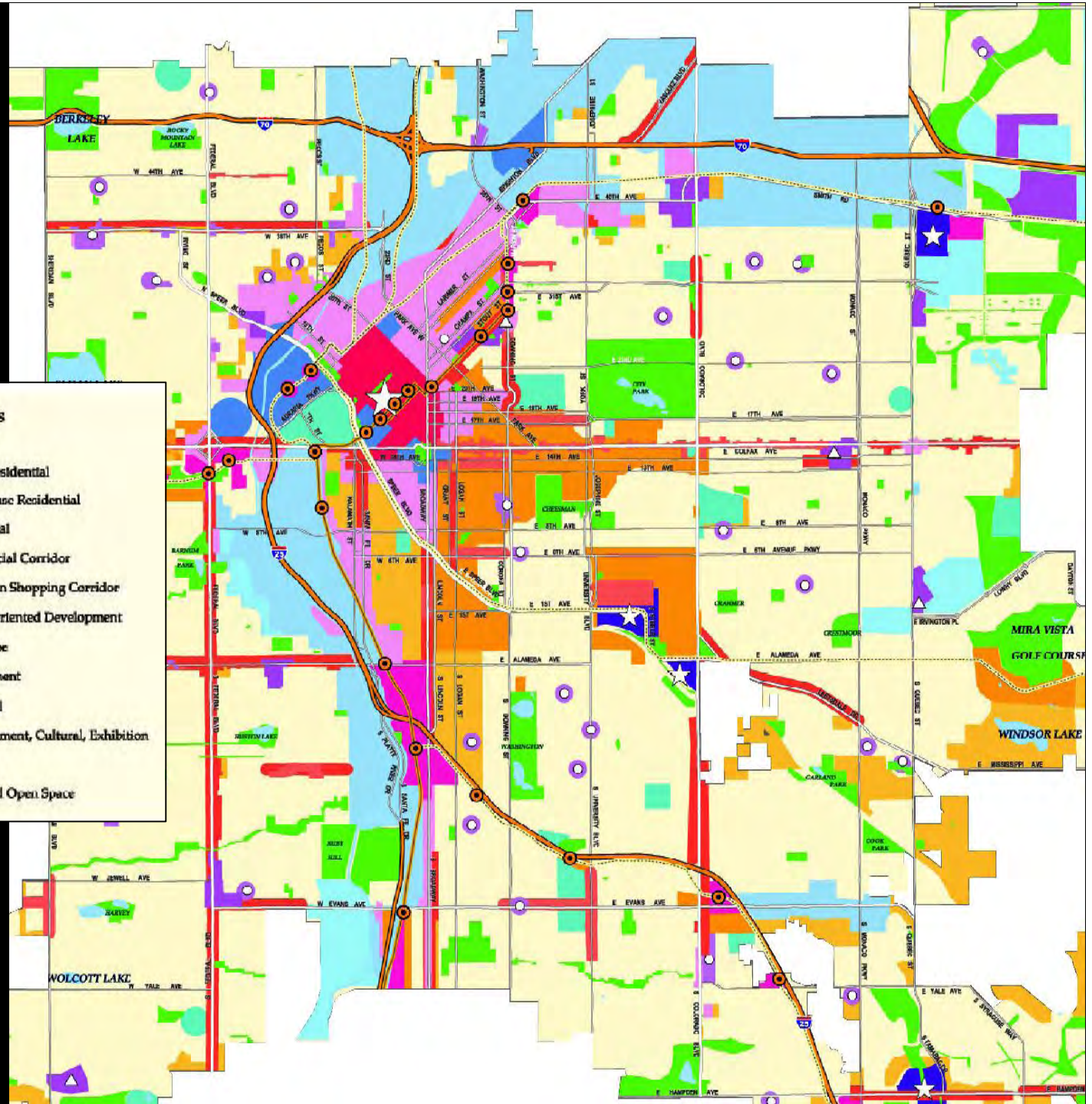
1. The pattern of retail will be transformed from linear to nodal
2. Plenty of land is left in between the centers that is unappealing for retail investment
3. The pattern of retail clusters sets up the primary framework for the restructuring plan

What Role Can A Regional
Organization Play?

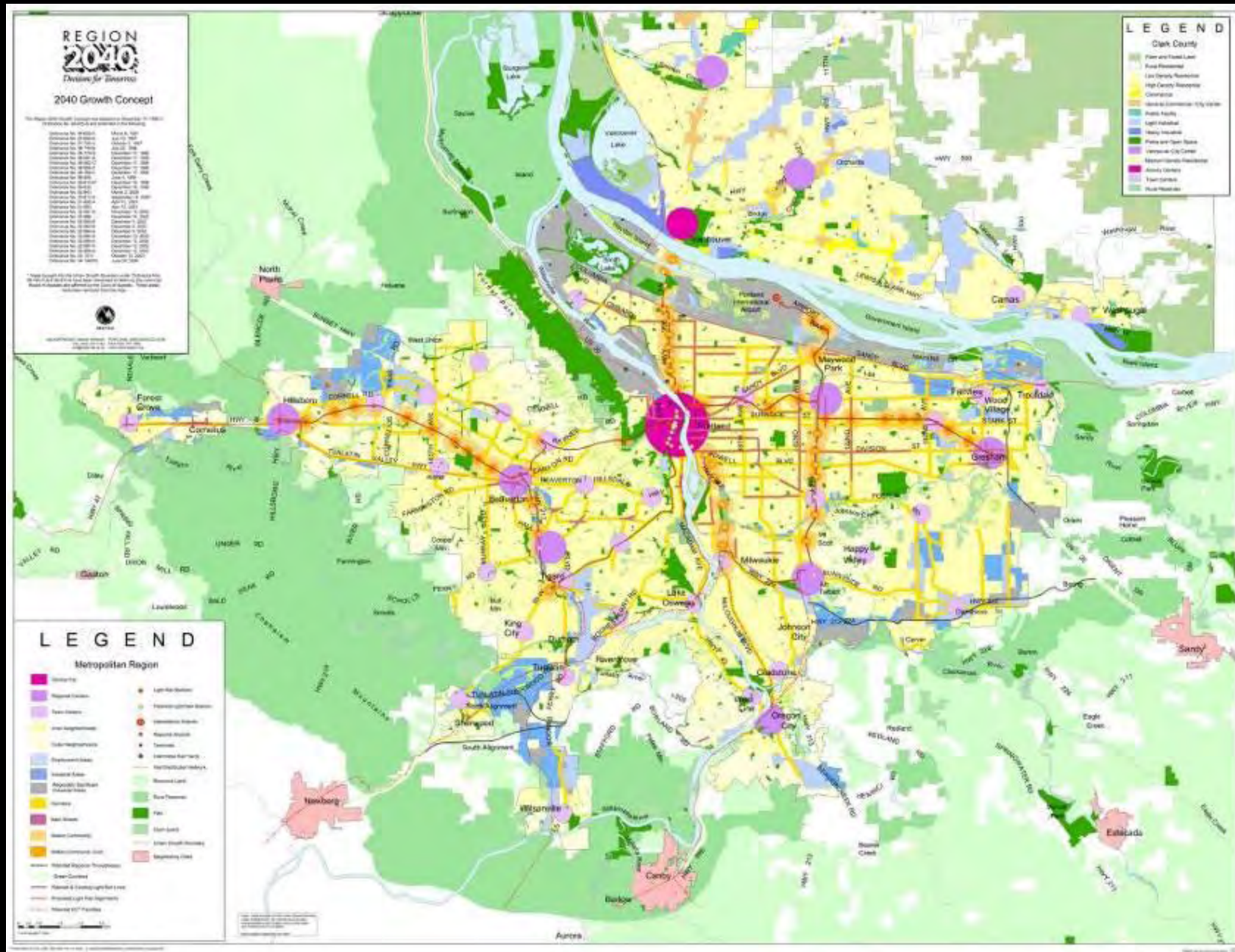
Denver

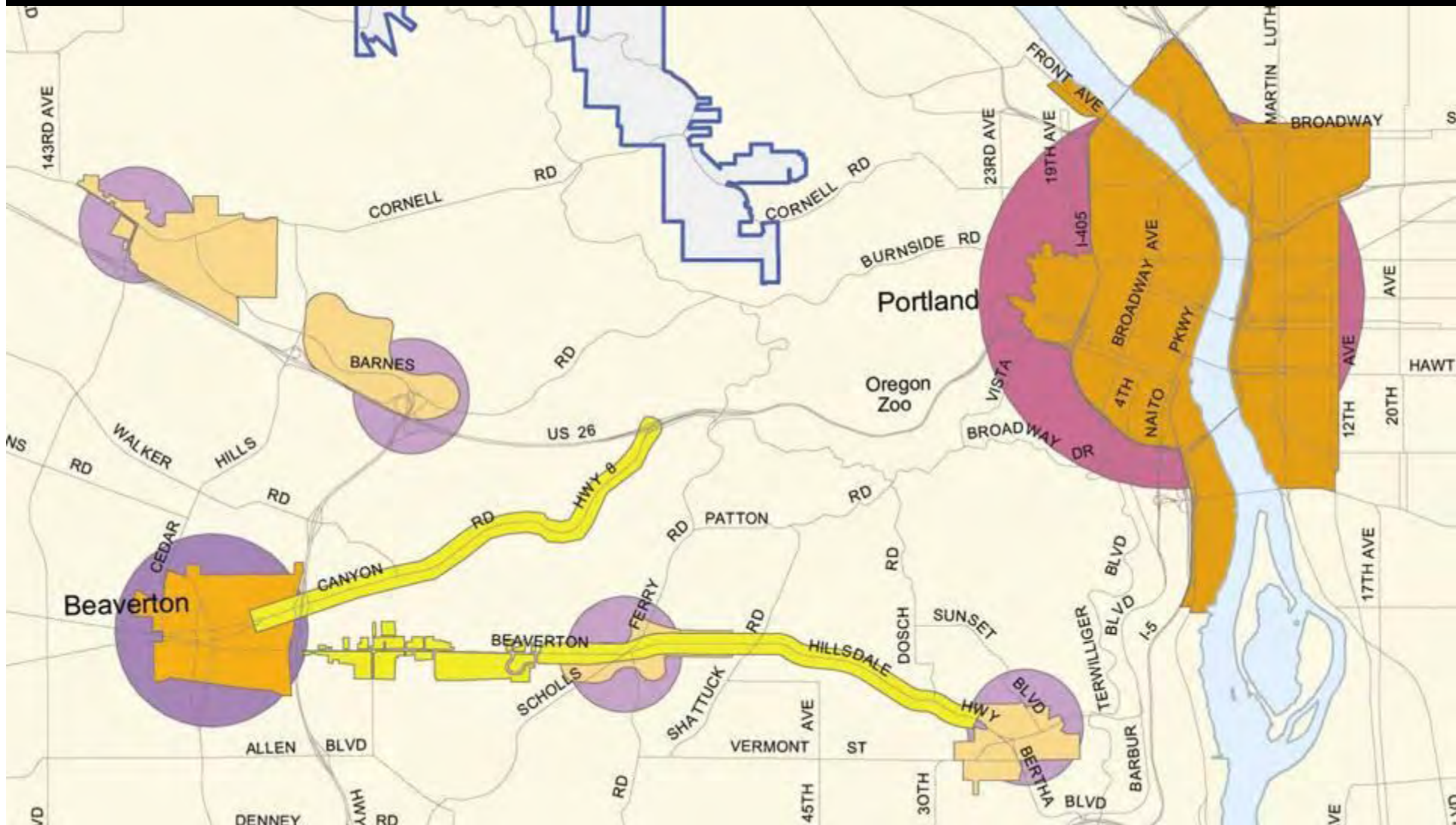
Pattern of Centers & Corridors

Land Use and Transportation Plan Elements



A Framework for Mutual Benefit to defend against Costly Disinvestment

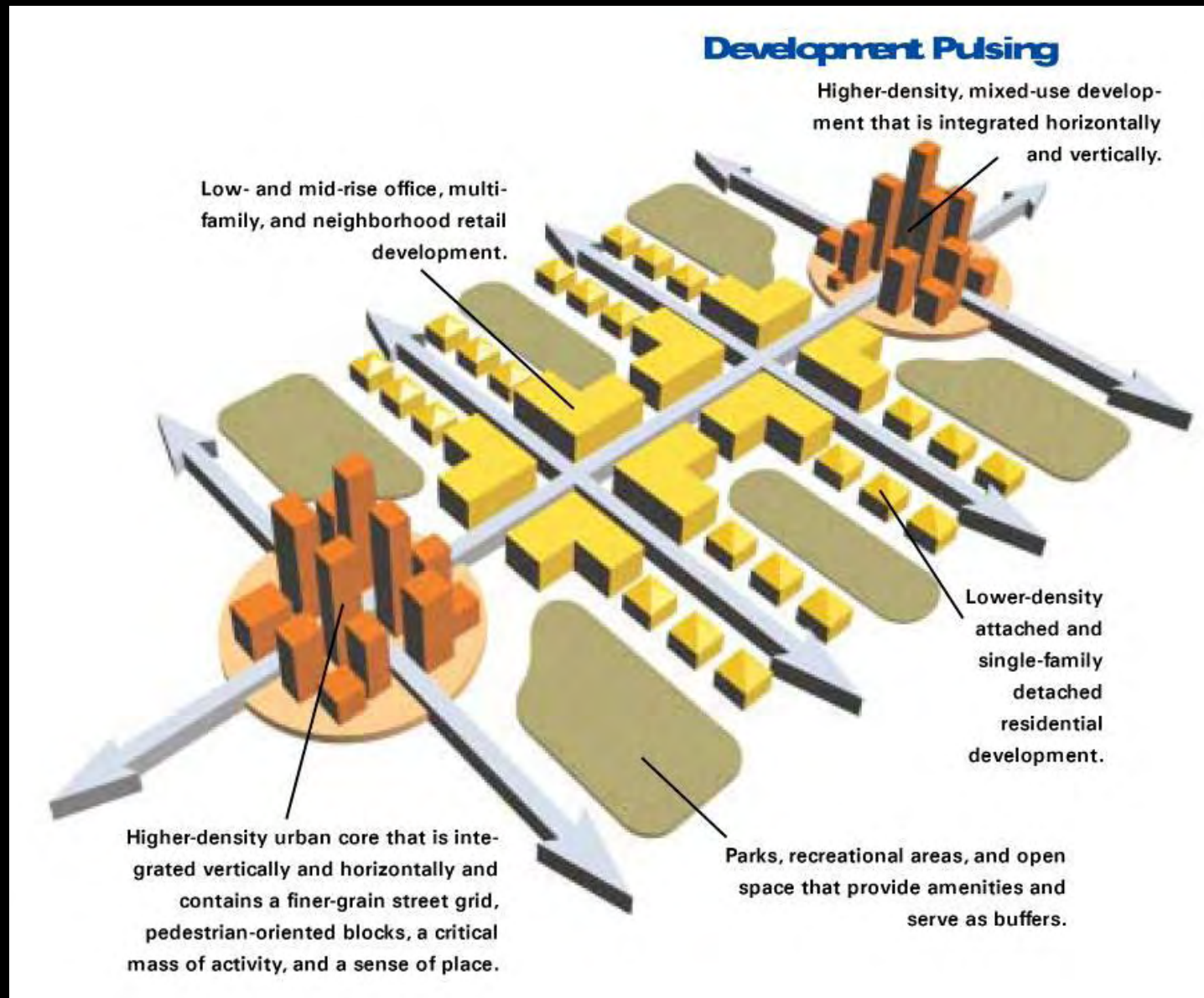




1C. Design Real *Centers*.

Real Centers are the Heart of the
Neighborhood/City/Region

Real Centers are concentrations of activity, synergy, and mix



Source – ULI: the current consumer & investor preference AND more sustainable

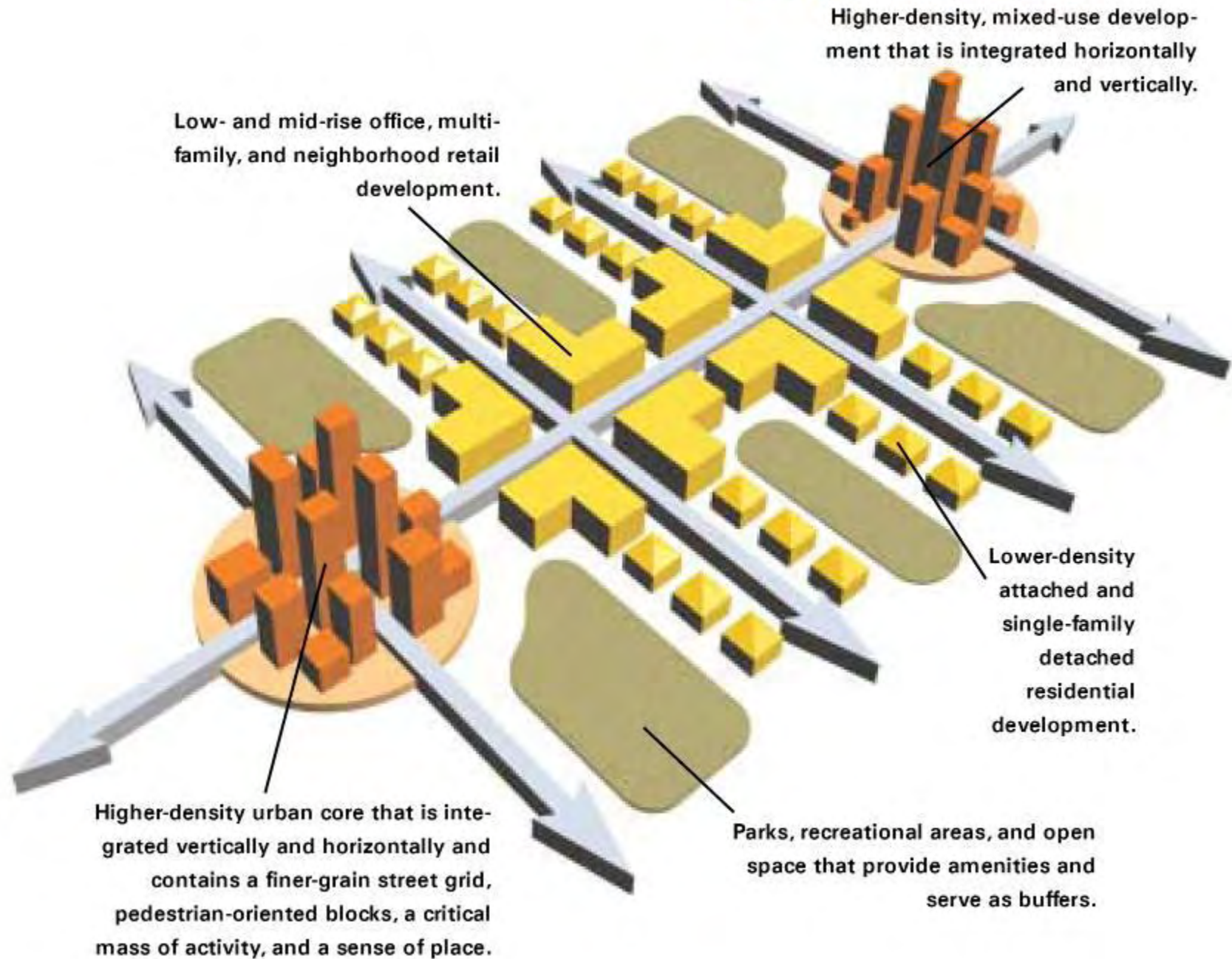
Real Centers are nodes
of **accessibility**



Real Centers are **Walkable**

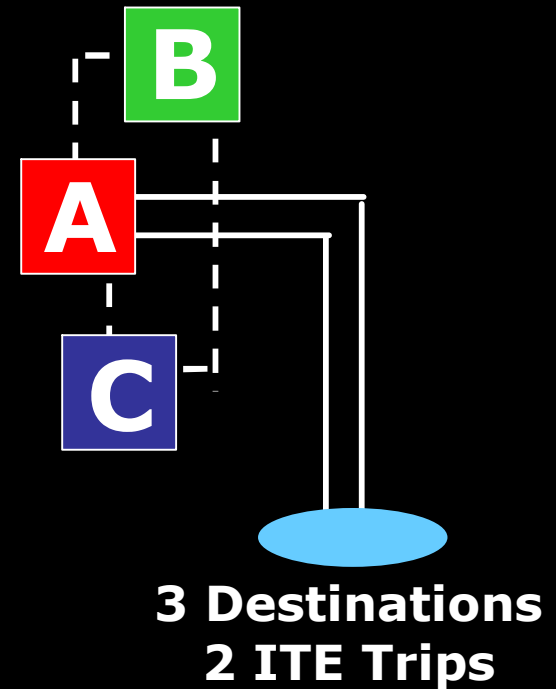
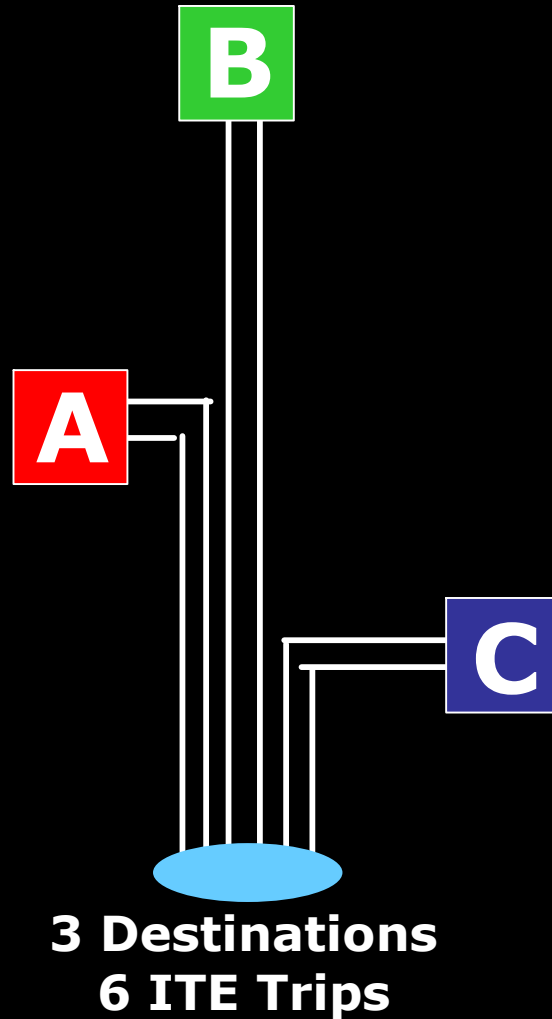


Development Pulsing



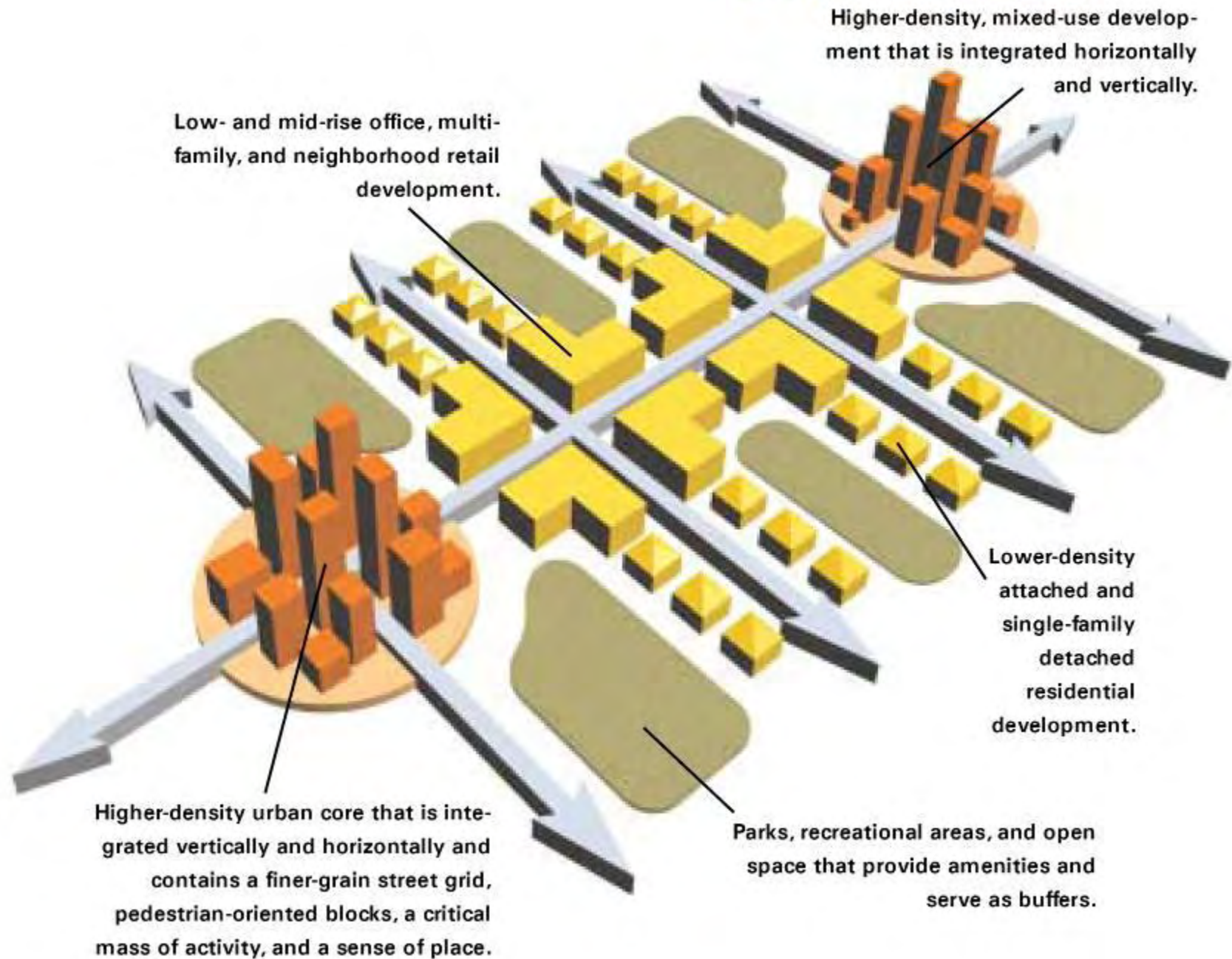
BENEFITS OF MIXED-USE:

- * REDUCED TRIPS &
- * FEWER MILES TRAVELED

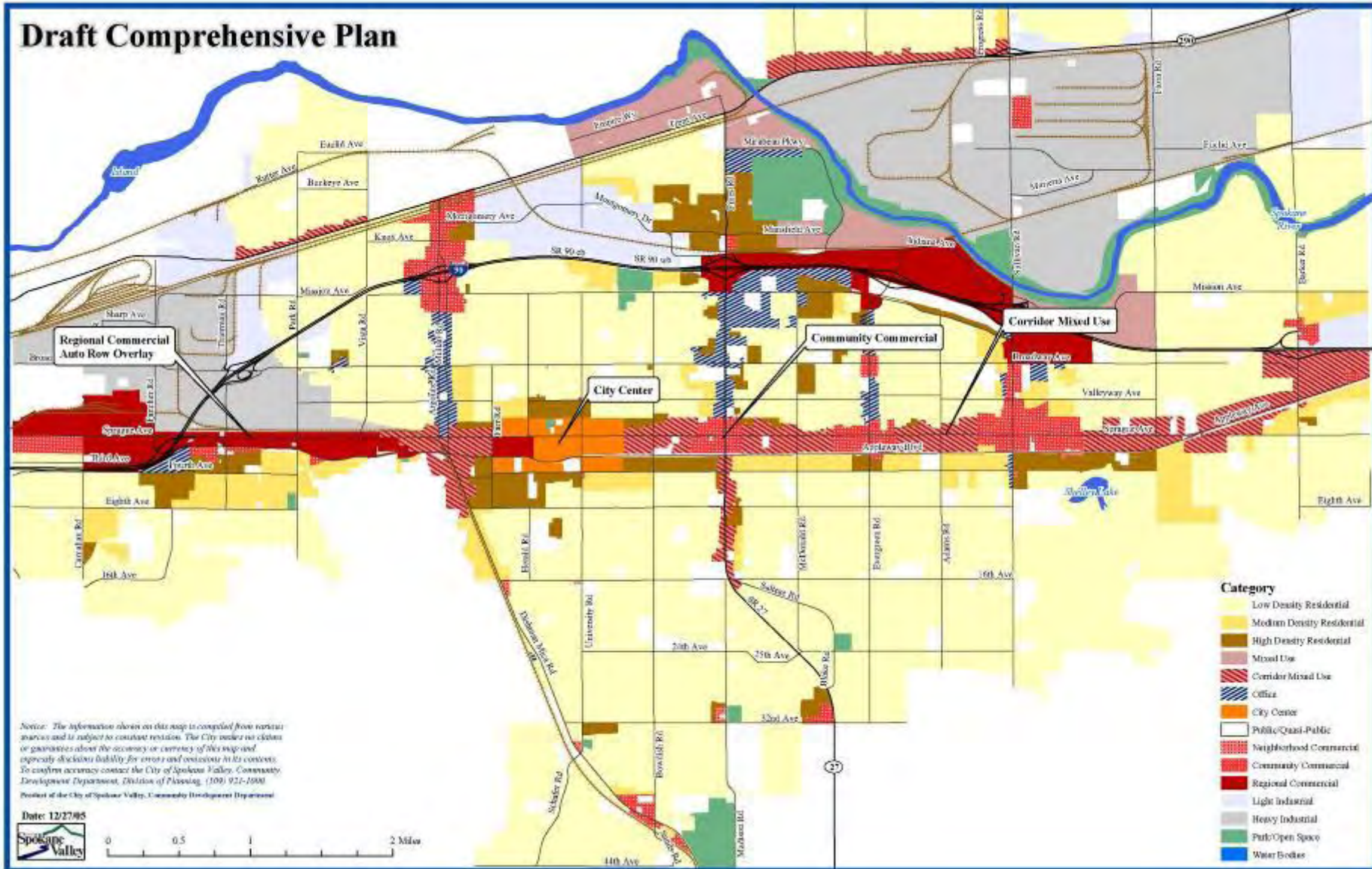


Disappearing Trips

Development Pulsing



Draft Comprehensive Plan

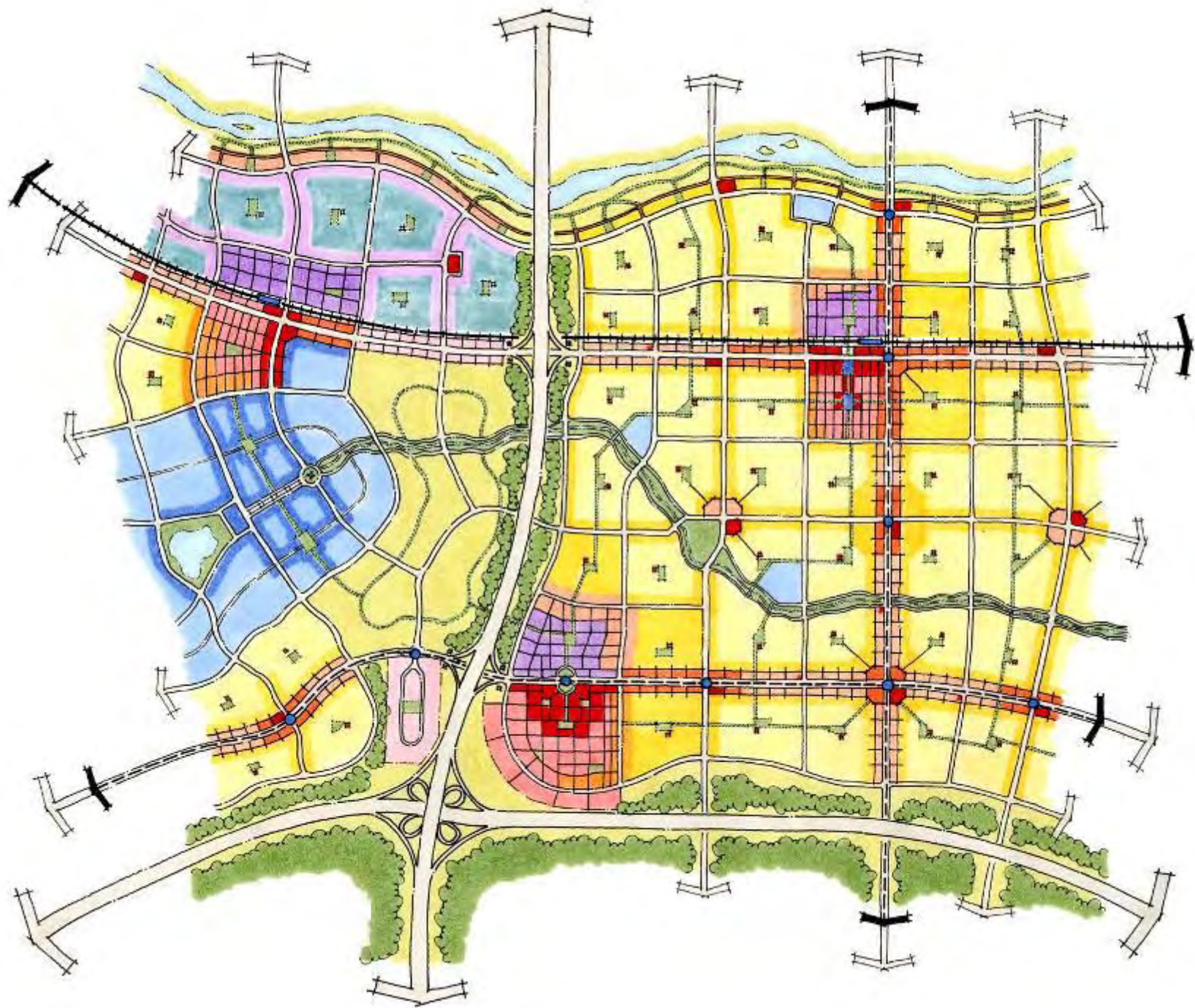




Pointer 33°42'56.29" N 117°59'20.51" W

Streaming 100%

Eye alt 443 ft





Pointer 37°19'14.84" N 121°56'15.86" W

Image © 2007 DigitalGlobe

© 2005 Google

Streaming 100%

Eye alt 22951 ft

Real Centers center around the neighborhood/city/region's primary public and civic spaces







Bel Mateo Village

City of San Mateo, California



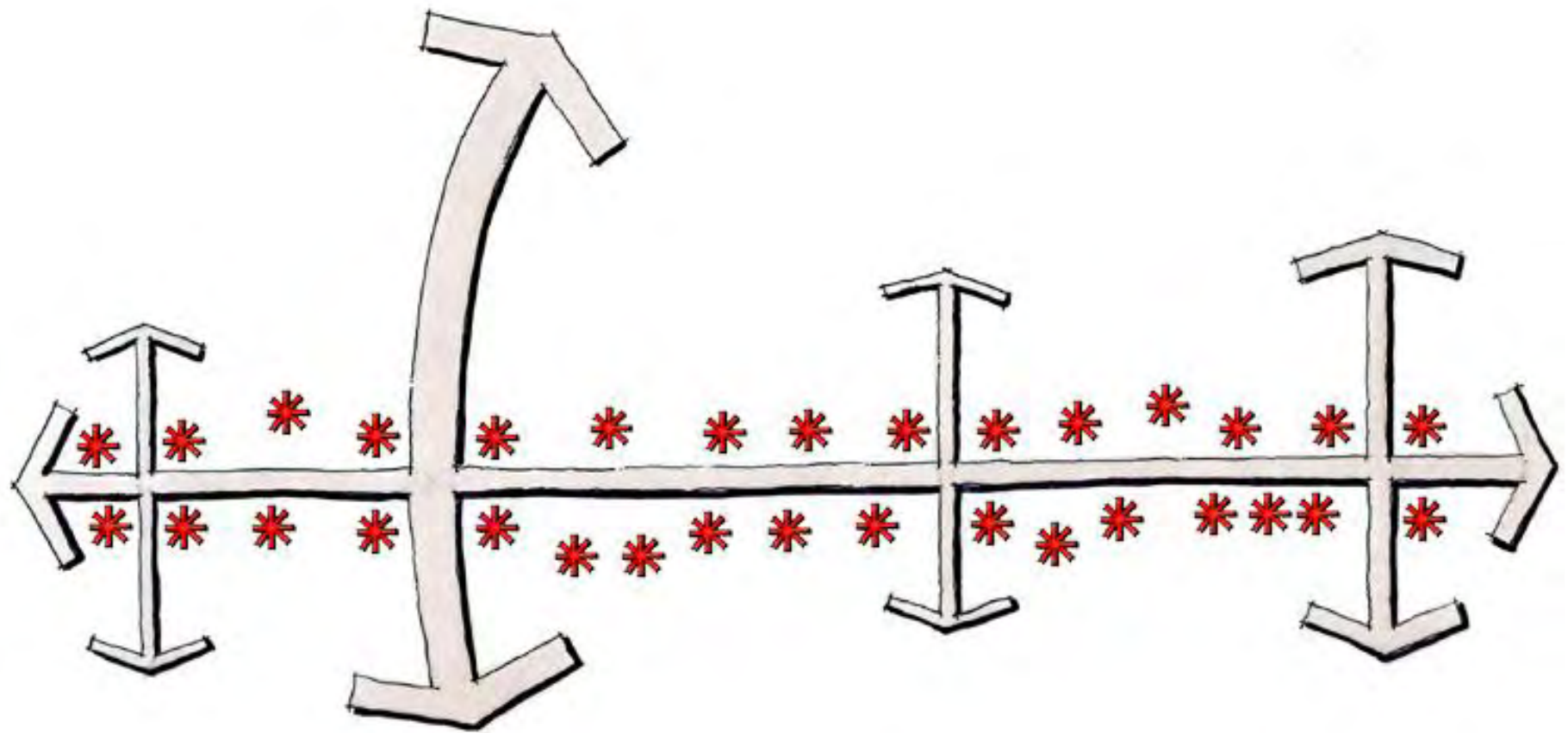
To re-align the Corridor with the contemporary marketplace, the community must *also* plan the transition. . .

2.0 From Strips to Boulevards

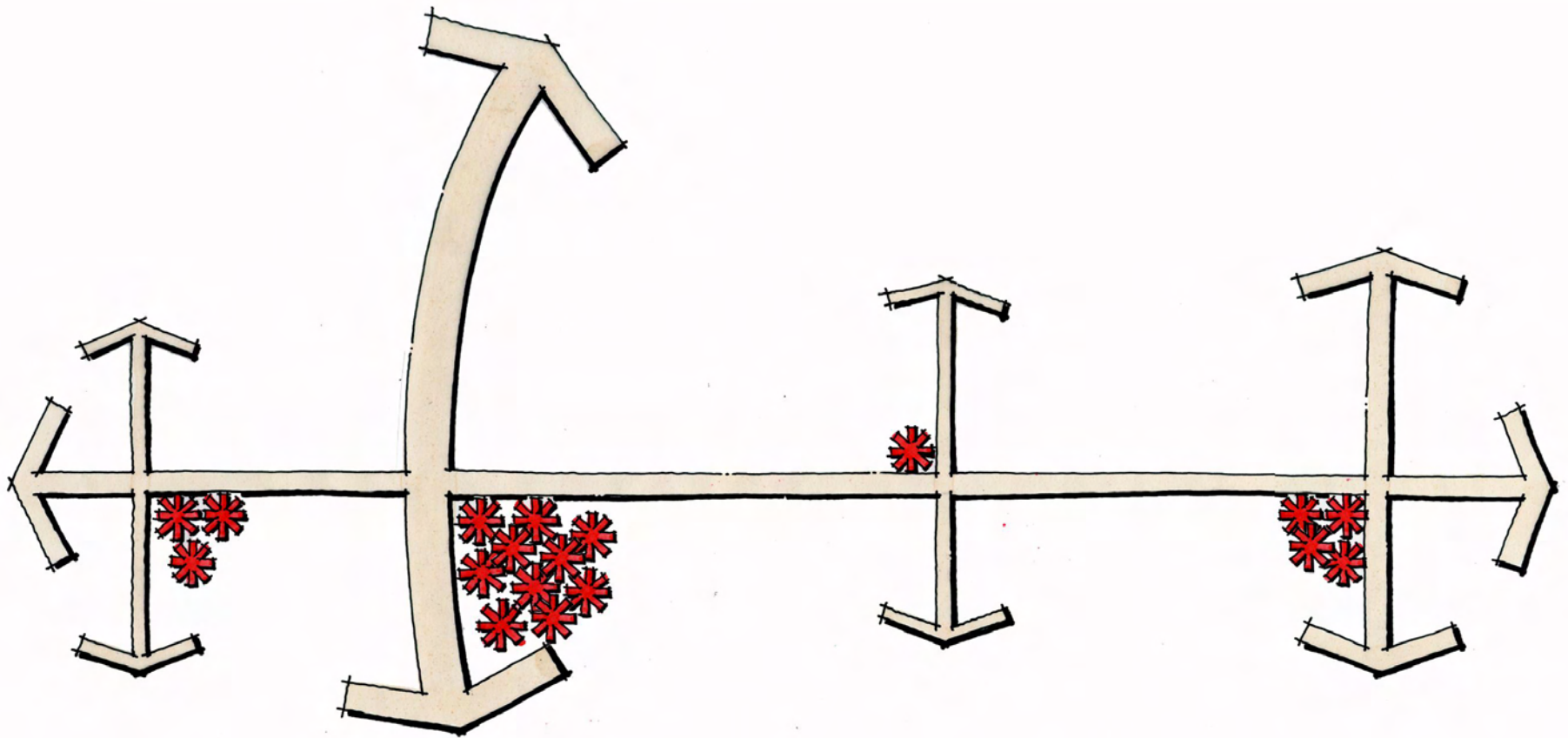
Retrofitting the Long Segments in
Between The Centers

2A. Reverse the creeping disinvestment by identifying the “highest and best use(s)” for the Corridor as a whole (and as part of a healthy city/region).

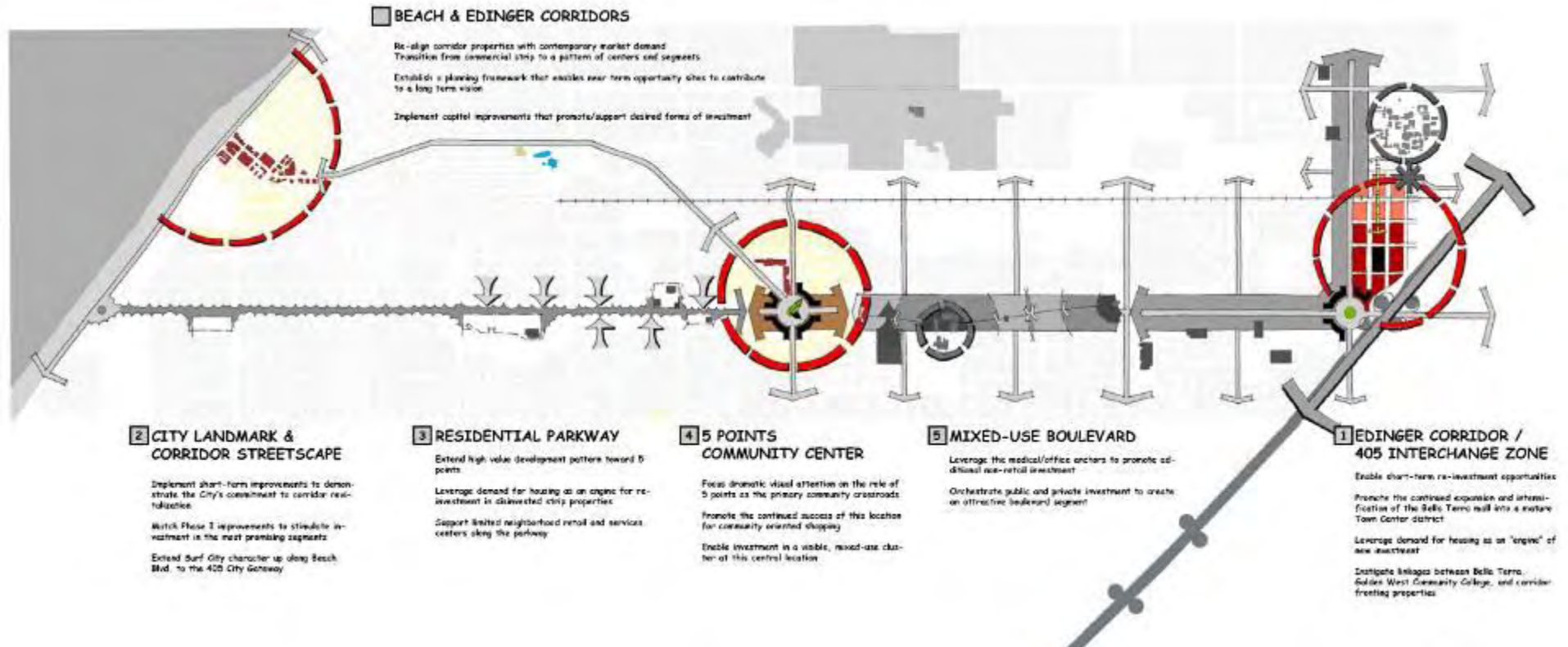
Falling out of Favor: Linear Strip format



Market Preference for Retail Concentrations at Primary Crossroads



Pattern of City Centers



1. The pattern of retail will be transformed from linear to nodal
2. Plenty of land is left in between the centers that is unappealing for retail investment
3. The pattern of retail clusters sets up the primary framework for the restructuring plan

Segments:

In Between the Centers

The Restructuring Plan must serve as an instrument for replacing disinvesting strip development with boulevard segments that dramatically improves the identity of the city.

How do we **create value** for
properties no longer
advantageously positioned for
retail investment?

2B. To maximize property owner return on property investments, extend residential entitlements to all/most properties along the Corridor.



Pre-existing Zoning – retail permitted

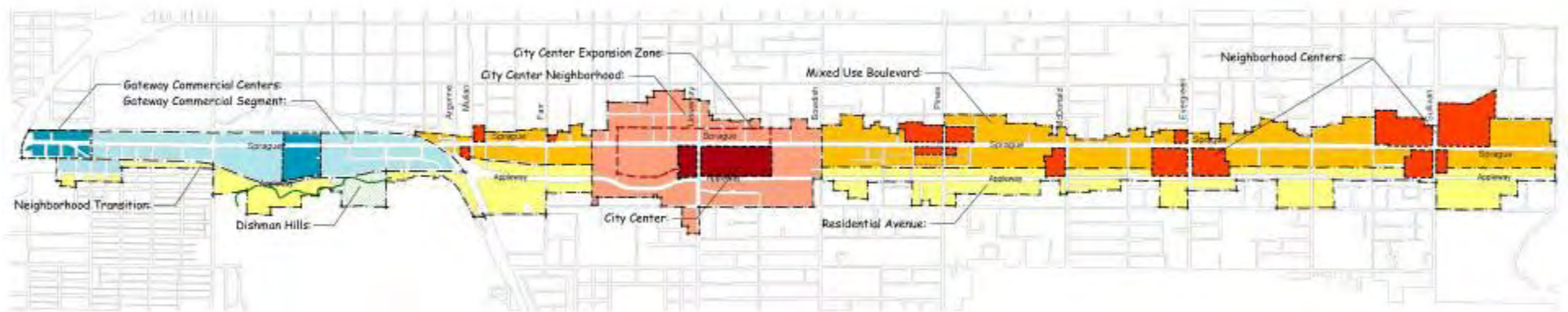


Supportable Pattern of Centers



Pre-existing Zoning – residential permitted

Pattern of Centers & Segments



Potential Assistance with **Larger Municipal or Regional Objectives:**

- **Use land more efficiently.** Respond to regional smart growth strategies by accommodating housing.
- **Expand the range of housing** types and the stock of affordable housing.
- **Match investment in transit infrastructure** with housing located along transit corridors; capture value of transit infrastructure investments by supporting housing along the corridor.

2C. “Organize public and private investment to foster the emergence of a “Boulevard” that

- Flatters the community;
- Captures value for property owners;
- Provides an appealing edge/seam between residential neighborhoods.

Boulevard (1)

Development Regulations must
Specify **Development Types**
that Pair Well with Wide
Thoroughfares





“Wide Roadway”

“Arterial”









Forgotten model: The Traditional American “Grand Residential Boulevard”













Neighborhood Street

Single Family Residential
Development

Neighborhood Alley

Single Family Townhouse
Development

Brentwood Boulevard

Residential Development Along Brentwood Boulevard

FREEDMAN
TUNG AND
BOTTOMLEY

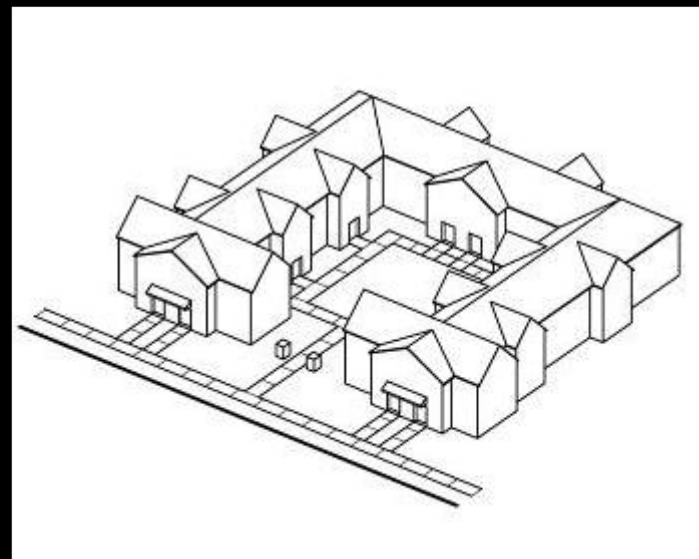
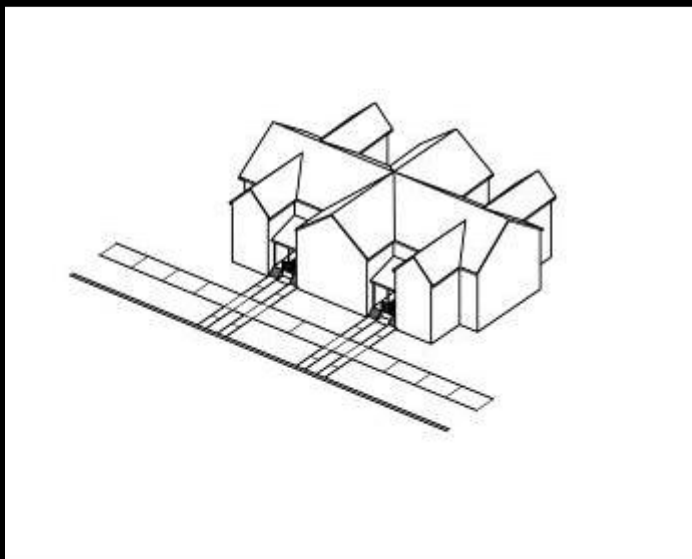
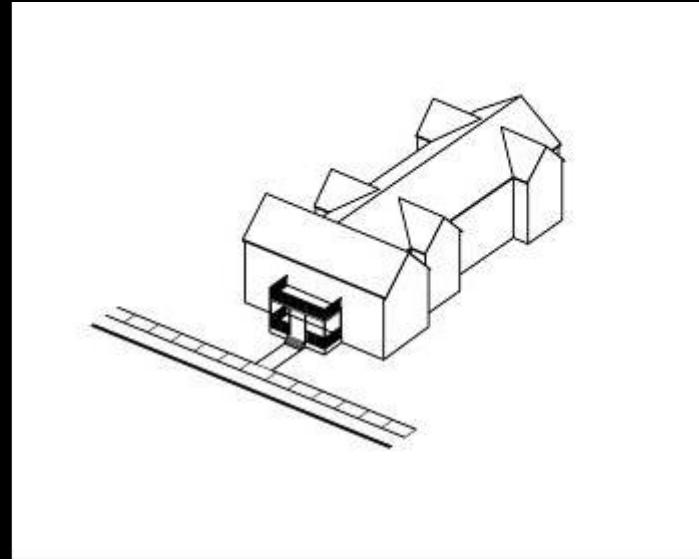
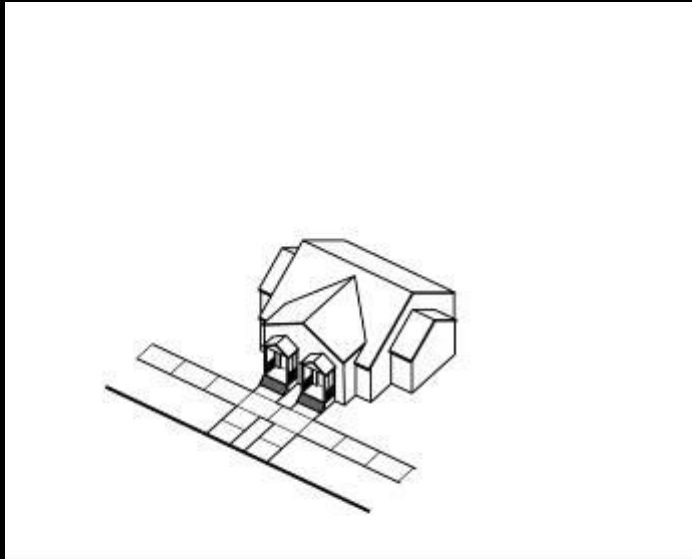


Grand Boulevard (2)

Accommodate a wide range
of housing types and price
points

Wide Range of Development Types

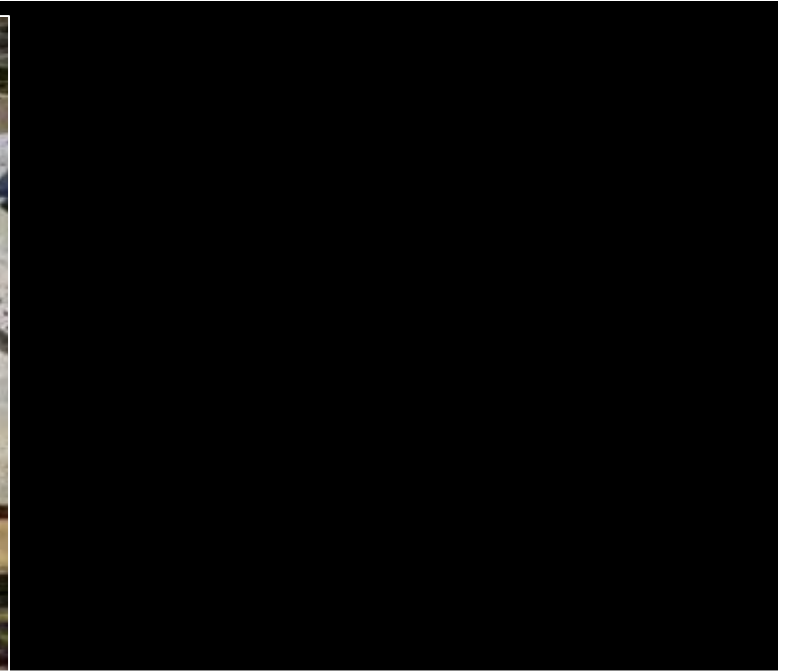
"Grand Buildings on Display"

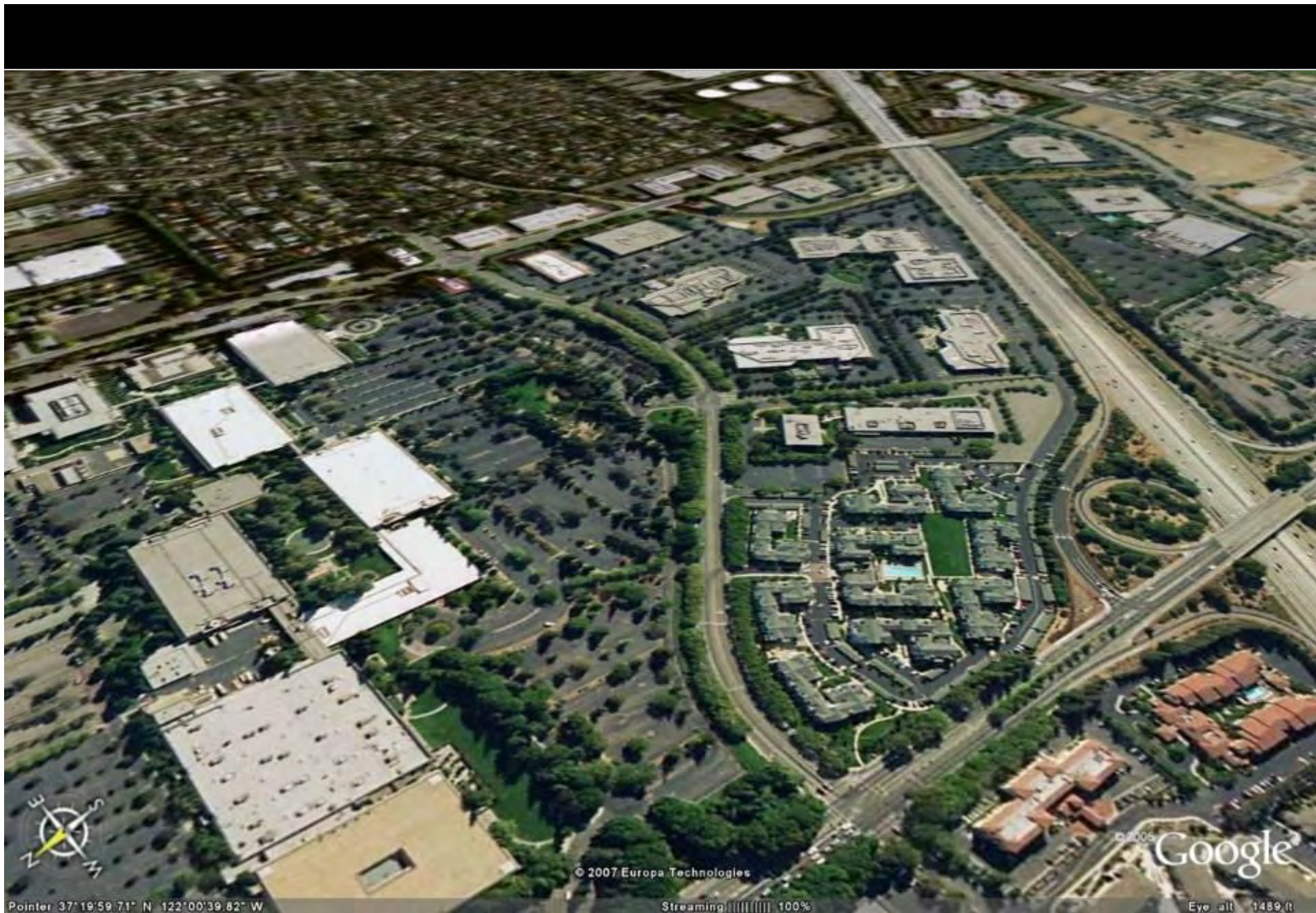


Our wide roads are the natural long-sought-after location to provide a wide range of housing types, accommodating a wide range of incomes and family structures.

Grand Boulevard (3)

Capture potential demand
value for other use-focused
segments





Pointer 37°19'59.71" N 122°00'39.82" W

© 2007 Europa Technologies

Streaming 100%

© 2005 Google

Eye alt 1489 ft

The Workplace District of the 21st Century

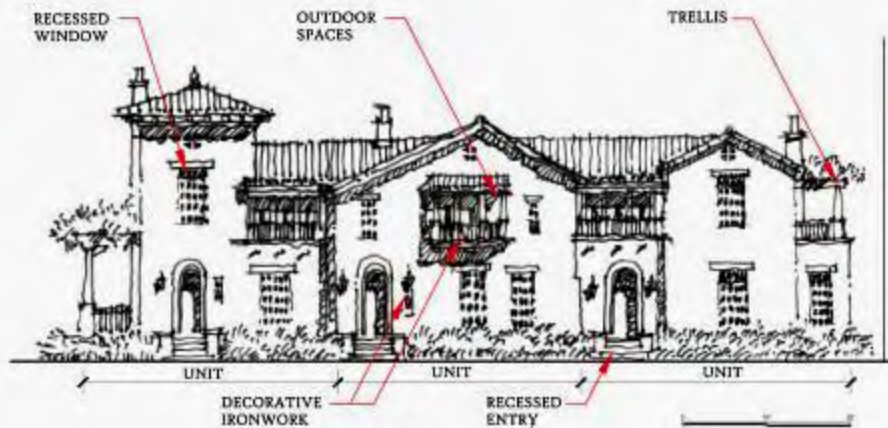


Grand Boulevard (4)

**Compatible Building Types
are the key to Mixing Uses**

Focus development standards & design guidelines on insuring that all allowed uses are designed to make good neighbors to housing





RECESSED WINDOWS PROVIDE SHADE AND EVOKE TRADITIONAL ARCHITECTURE



TOWERS PRESERVE TRADITIONAL ARCHITECTURAL STYLE



TRELLISES AT THE END OF BUILDINGS SOFTEN THE TRANSITION TO LOWER BUILDINGS



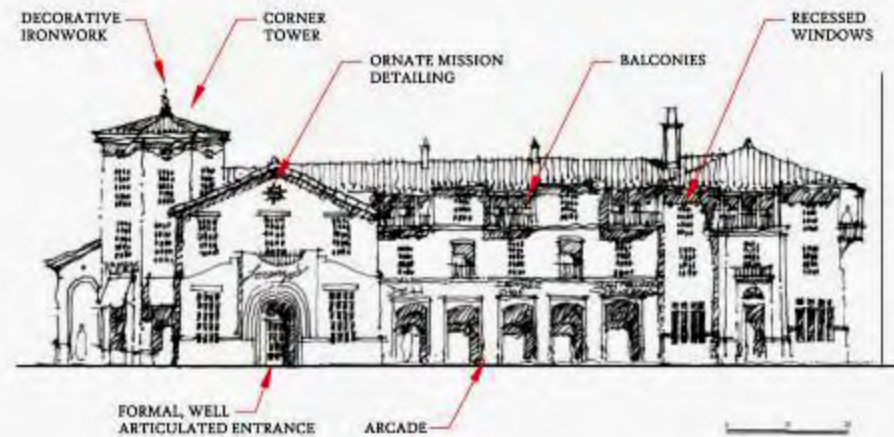
DETAILED IRONWORK RECALLS THE CRAFTSMANSHIP OF HISTORIC SAN FERNANDO ARCHITECTURE



ENTRANCES ARE STEPPED UP AND RECESSED TO INCREASE PRIVACY



DETAILED COLUMNS & BRACKETS ADD TO THE AUTHENTIC LOOK OF A BUILDING



LARGER RETAIL USES HAVE FORMAL, WELL ARTICULATED ENTRANCES



ARCADES PROVIDE SHADE FOR PEDESTRIANS



BALCONIES PROVIDE SHADED OUTDOOR SPACE & ENRICH THE BUILDING'S FACADE



ORNATE MISSION DETAILS USED SPARINGLY ON PROMINENT VOLUMES



THE SAN FERNANDO MISSION



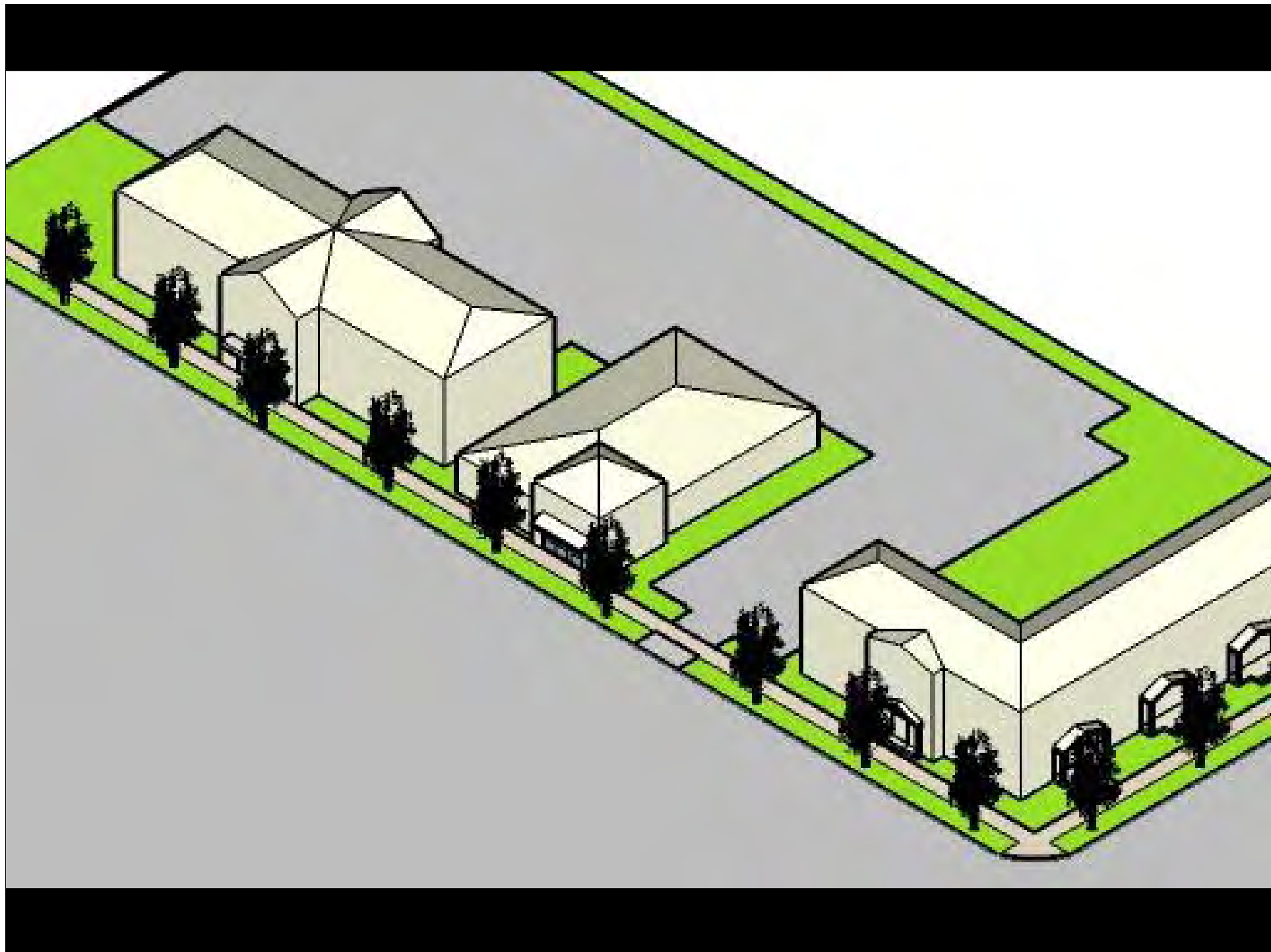
HISTORIC SAN FERNANDO ARCHITECTURE

Things to Avoid: “Too Monolithic”









Grand Boulevard (5)

Relegate height, depth of setback, frontage treatment, and other determinants of how “urban” the development types are to where you are in the continuum of urban to rural – a.k.a., the “Transect.”















Image © 2007 DigitalGlobe

Google

Pointer 33°43'49.38" N 117°59'52.90" W

Streaming 94%

Eye alt 886 ft

Envisioned Character: Town Center District



El Camino Real Today





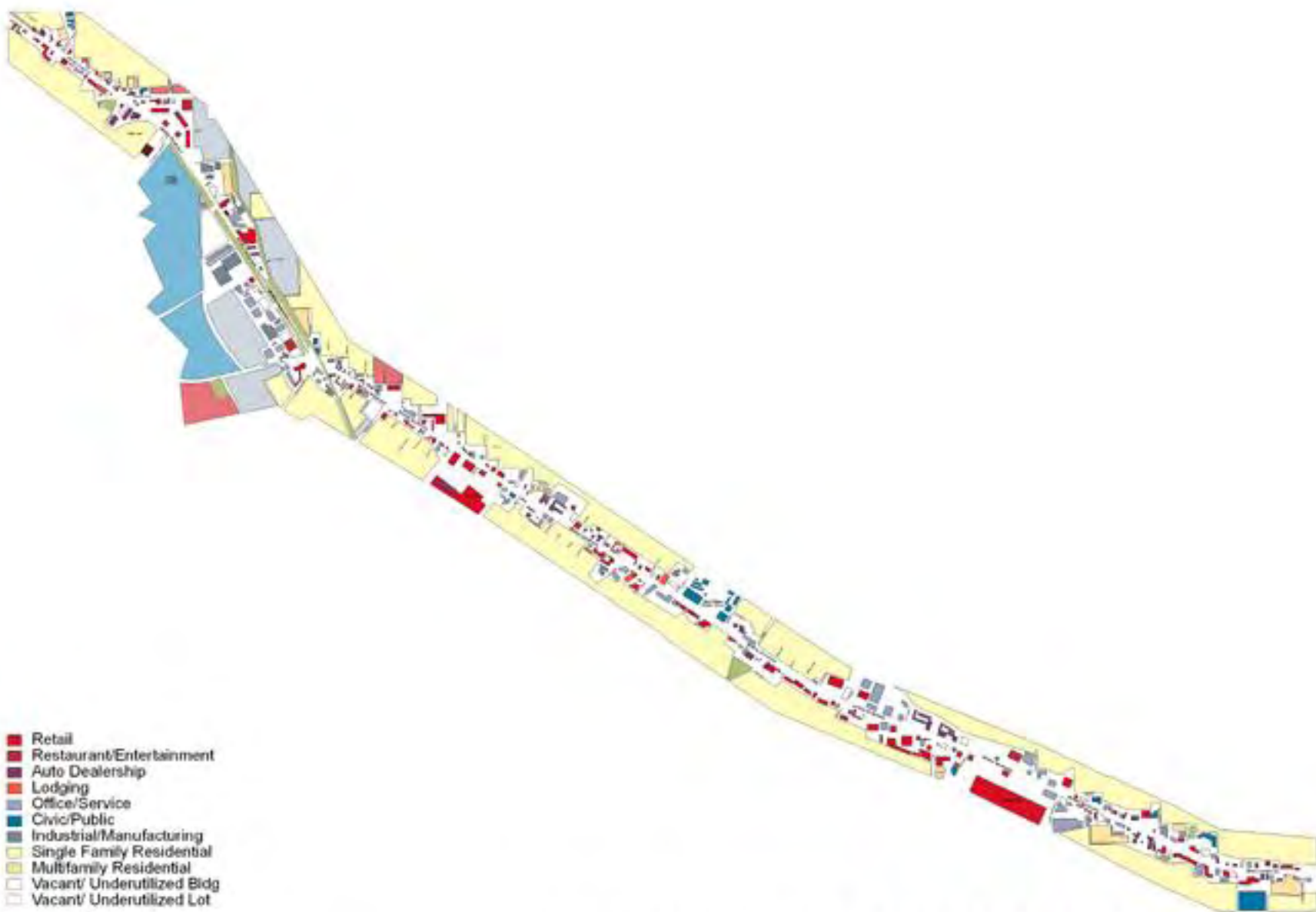
The Future El Camino Real – Downtown Segment

3.0 From Arterial to Boulevard

Using the Right-of-Way to Stimulate
and Support Corridor Restructuring

3A. Focus capital improvement resources to re-configure each center/segment to create environments that are supportive of the enhanced market focus of the desired forms of investment.

That is: Each segment's development types must be paired with the appropriate form of street design.

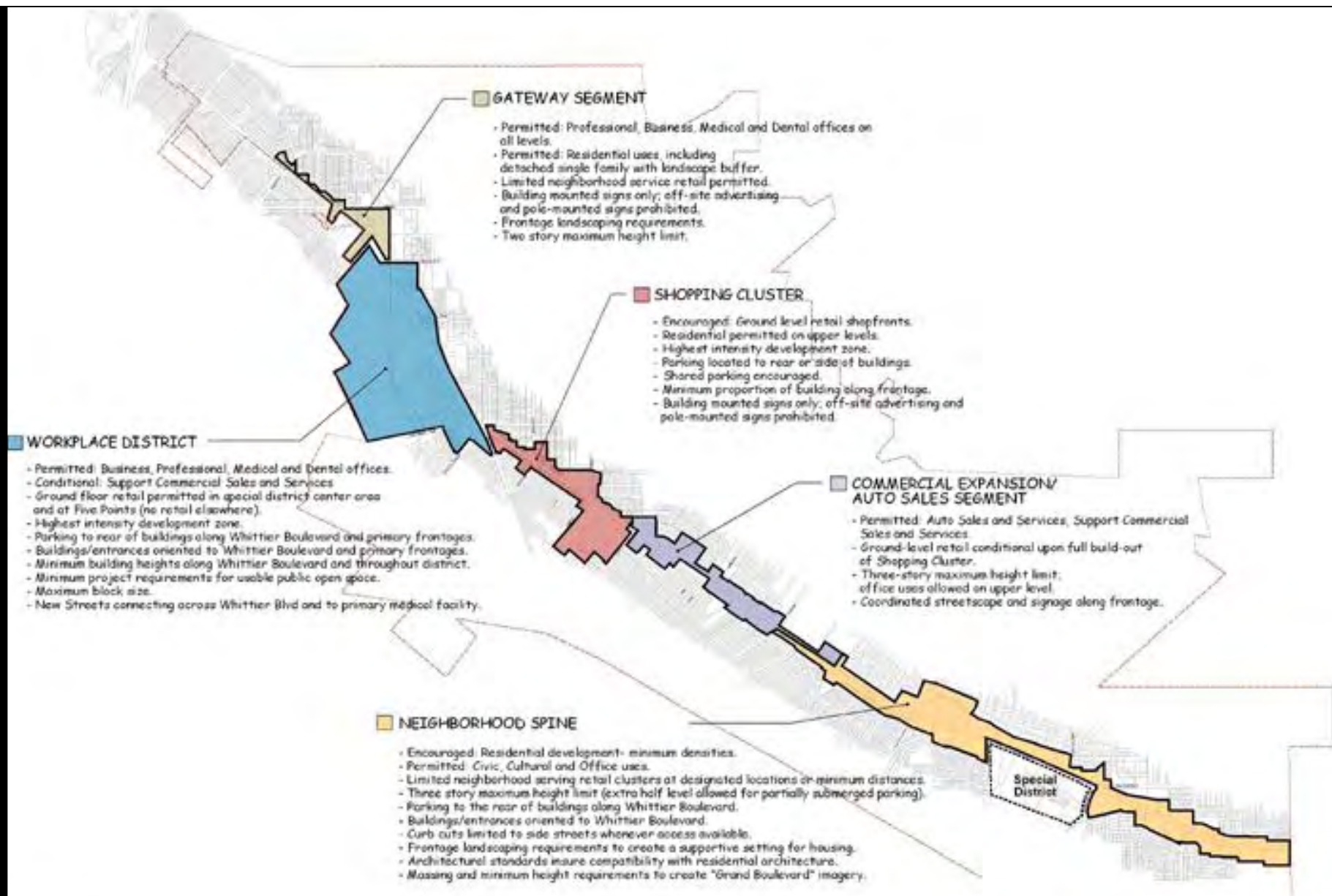


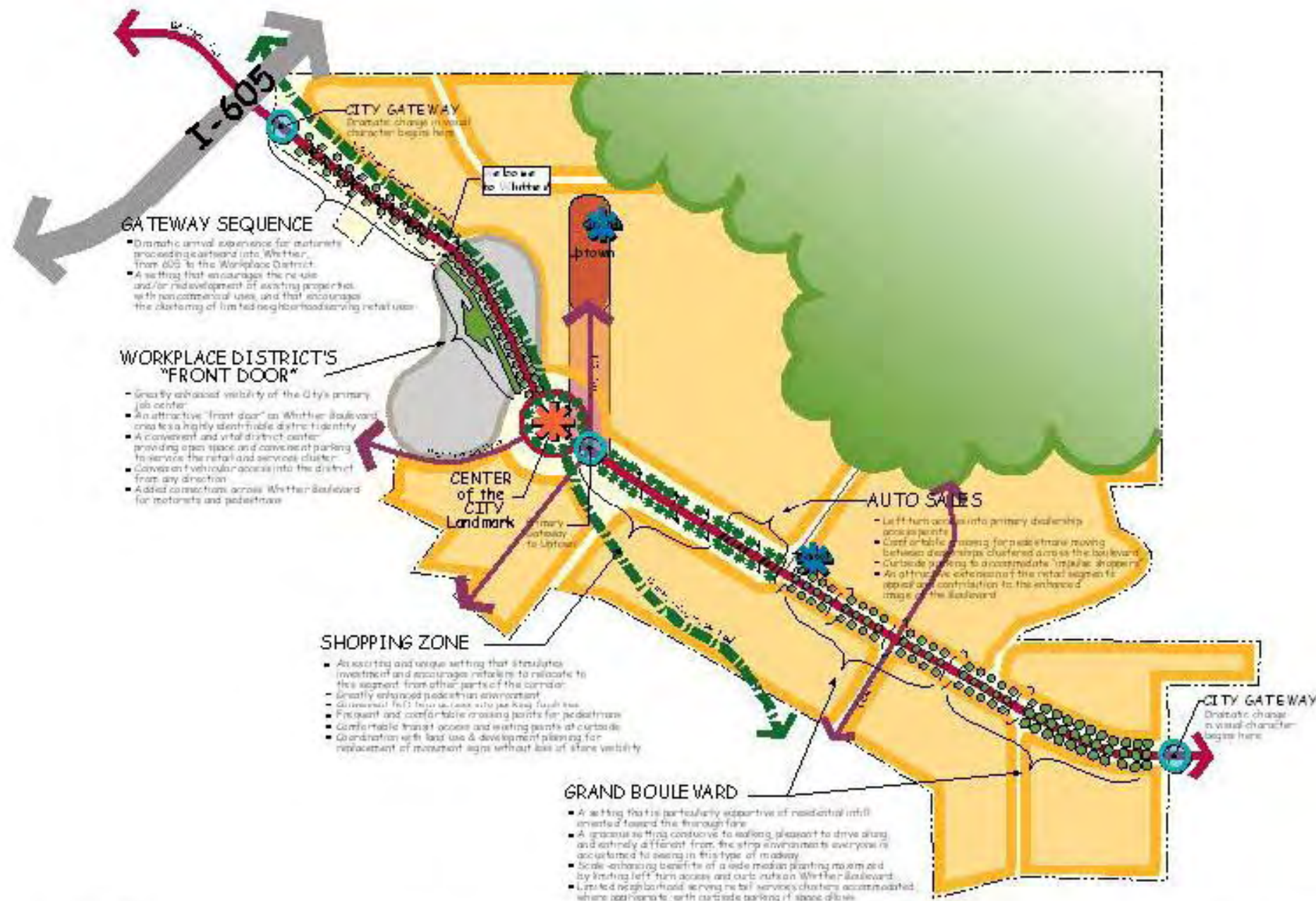
- Retail
- Restaurant/Entertainment
- Auto Dealership
- Lodging
- Office/Service
- Civic/Public
- Industrial/Manufacturing
- Single Family Residential
- Multifamily Residential
- Vacant/ Underutilized Bldg
- Vacant/ Underutilized Lot

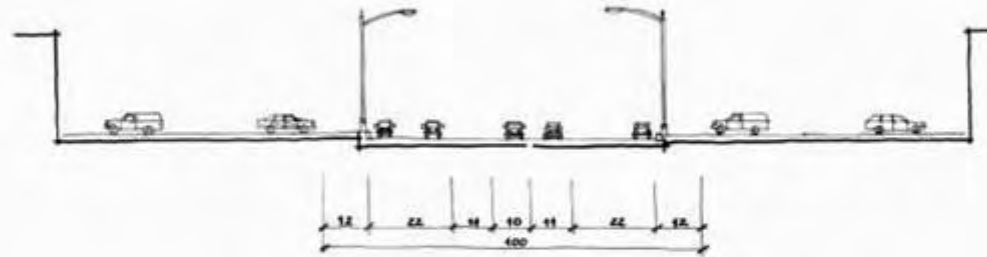


Existing Conditions - Land Use and Development

Whittier Boulevard Revitalization Master Plan







Existing Section



Proposed Section



Streetscape Plan: Neighborhood Spine

Whittier Boulevard Revitalization Master Plan



Proposed Plan

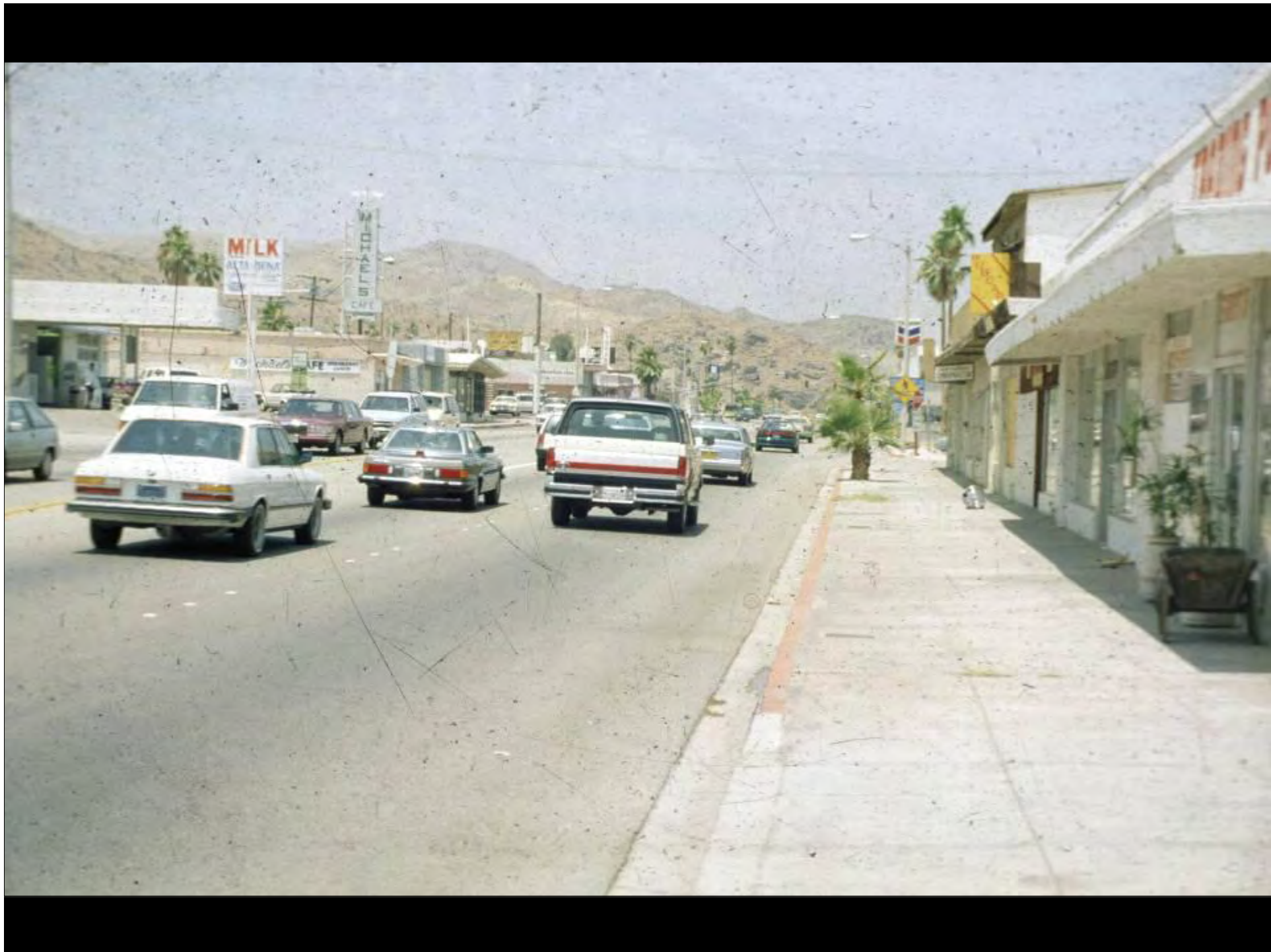


Streetscape Plan: Neighborhood Spine

Whittier Boulevard Revitalization Master Plan





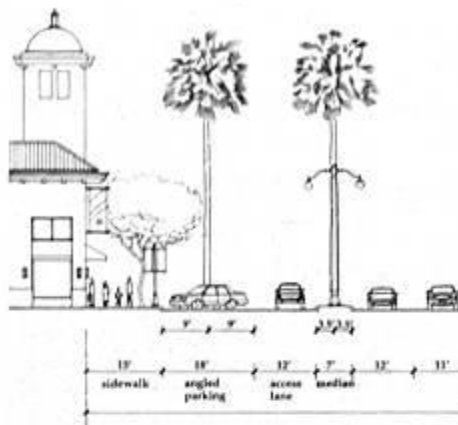




NORTH SIDE

A. RETAIL/ RESTAURANT/ ENTERTAINMENT CORE

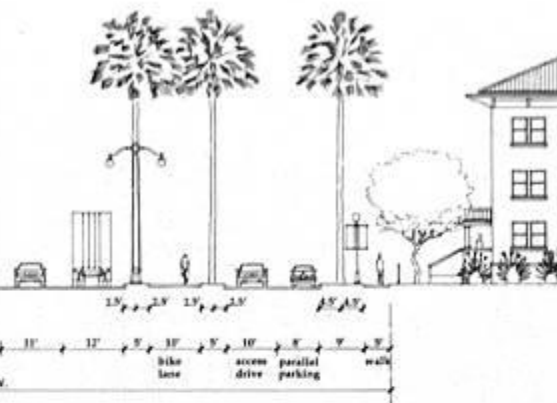
- supported by
- angled parking
 - local access lane
 - wide sidewalks
 - seating areas



SOUTH SIDE

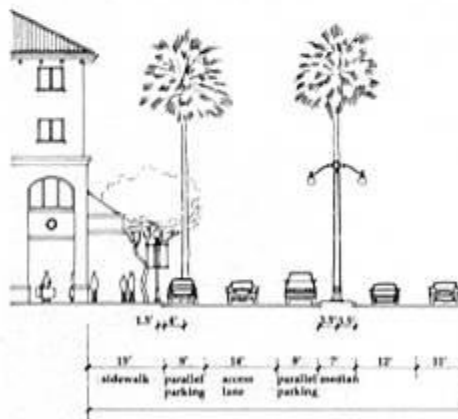
A. HOUSING, LODGING AND / OR COMMERCIAL USES FACING THE BOULEVARD

- supported by
- local access drive
 - parallel parking
 - landscaped setbacks



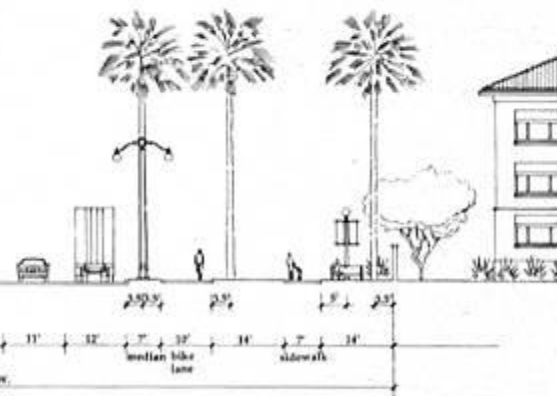
B. HOUSING, LODGING AND / OR COMMERCIAL USES FACING THE BOULEVARD

- supported by
- parallel parking
 - local access lane
 - wide sidewalks



B. HOUSING FACING SIDE STREETS

- supported by
- pedestrian promenade
 - deep setbacks
 - generous landscaping

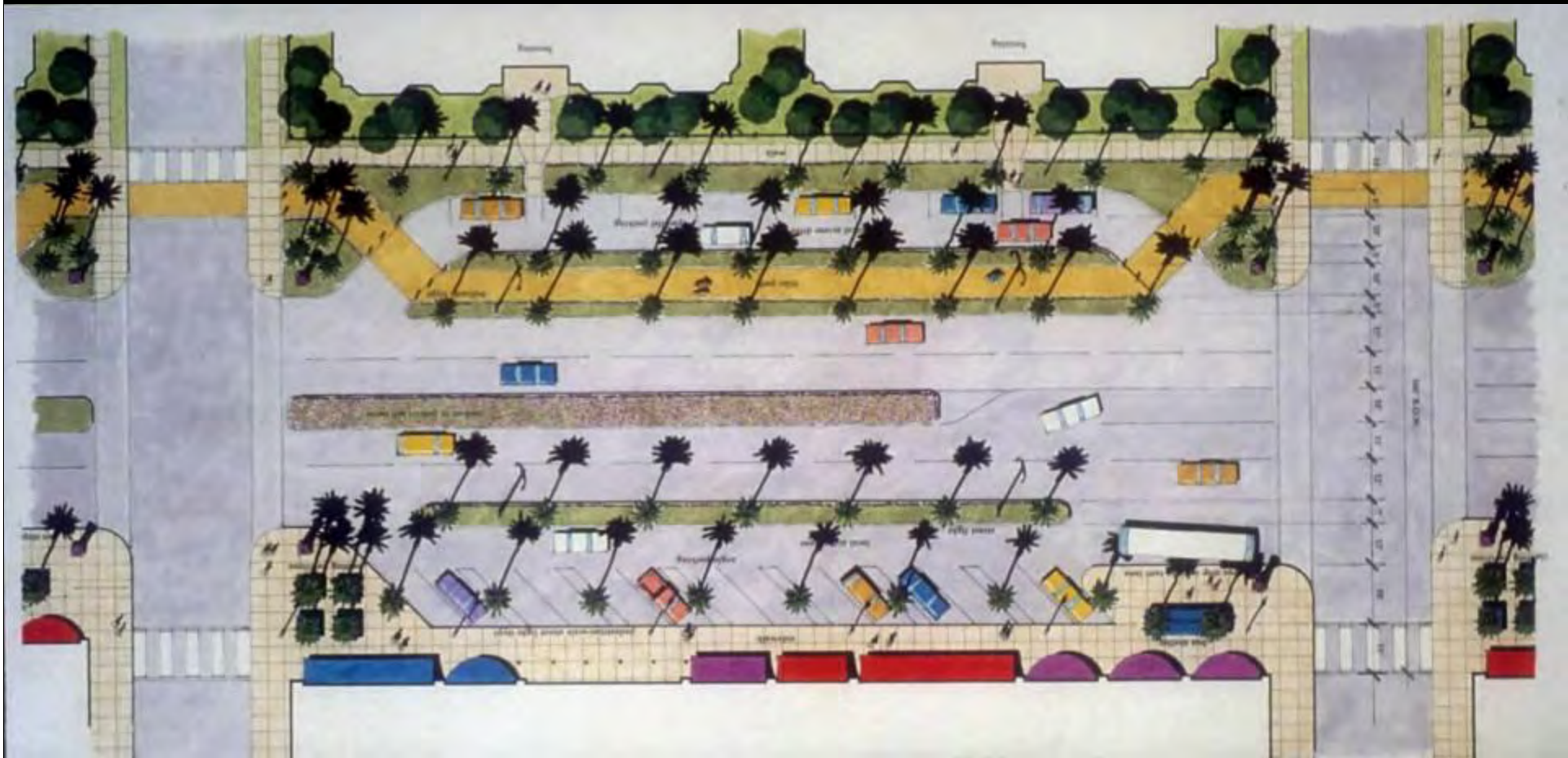


NORTH SIDE

SOUTH SIDE

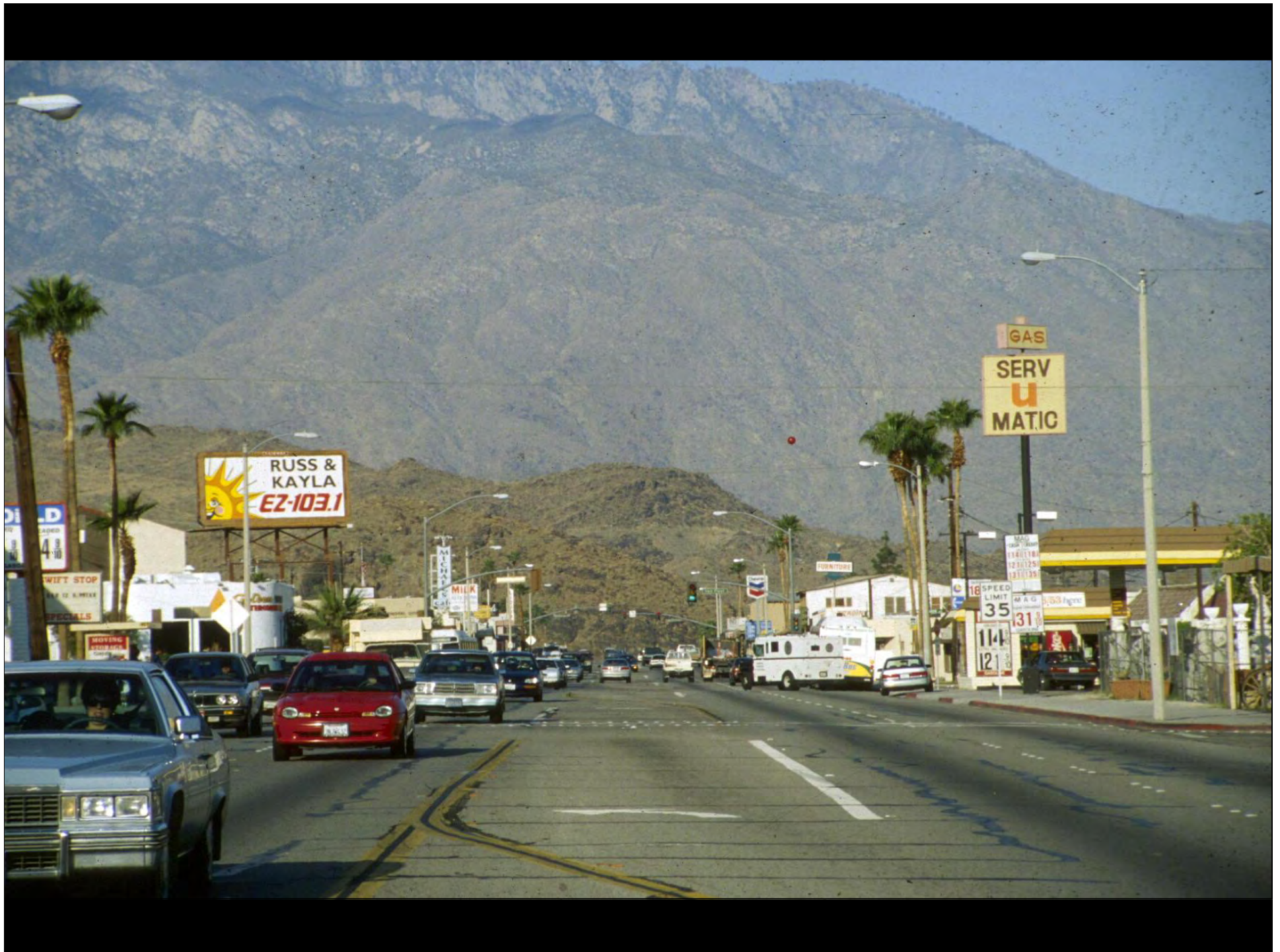
Adaptable Boulevard Design Concept





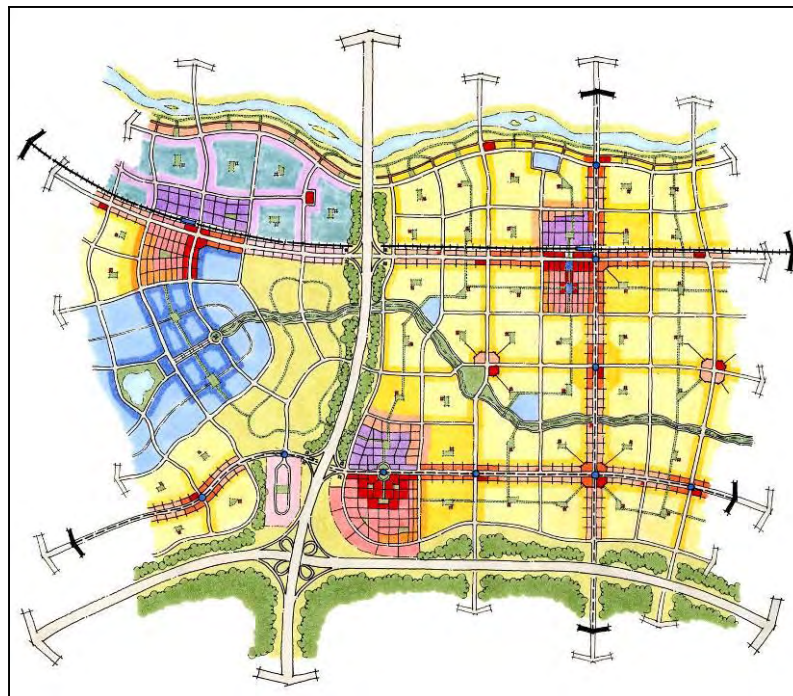








The primary urban activity of the 21st Century will be the rebuilding and restructuring of suburban America



2040 Growth Concept

The above data clearly demonstrate a significant increase in the number of people who are using the Internet to find a job, and this trend is expected to continue in the future.

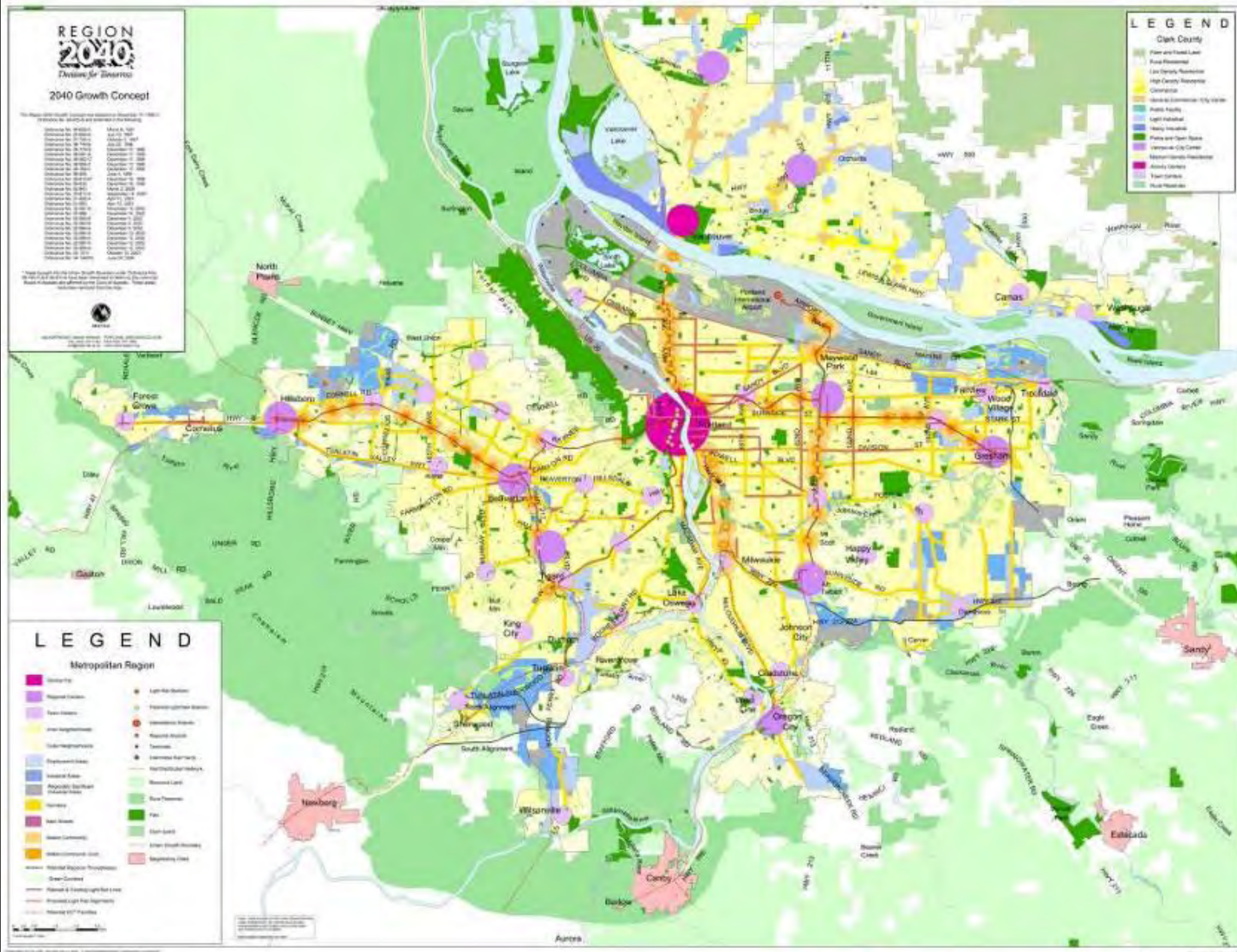
[illegible][illegible]

Clark County

- Flare and Tapered Lead
- Round Flare/Lead
- Low Density Reinforced
- High Capacity Reinforcing
- Clearance
- Rebar to Reinforcement (by weight)
- Rebar Spacing
- Light Individual
- Heavy Individual
- Form and Open Space
- Composite City Center
- Monumental Reinforcement
- Active Structure
- Form Structure
- Rebar Structure

Metropolitan Region

-
- Legend:
- 1. Euphorbia corollata
 - 2. Euphorbia corollata
 - 3. Euphorbia corollata
 - 4. Euphorbia corollata
 - 5. Euphorbia corollata
 - 6. Euphorbia corollata
 - 7. Euphorbia corollata
 - 8. Euphorbia corollata
 - 9. Euphorbia corollata
 - 10. Euphorbia corollata
 - 11. Euphorbia corollata
 - 12. Euphorbia corollata
 - 13. Euphorbia corollata
 - 14. Euphorbia corollata
 - 15. Euphorbia corollata



Denver

Pattern of Centers & Corridors

Land Use and Transportation Plan Elements

